26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION DECEMBER 3, 1956 35¢ PER COPY

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It happened . . . and __fast__ . . . in Miami radio

WQAM leaps to 1st Place in audience after less than 3 months *of Storz programming*

HOOPER* SAYS:
A DECISIVE FIRST, ALL DAY:

WQAM	**28.4%**	Station "F"	5.0%
Station "A"	18.3%	Station "G"	3.4%
Station "B"	16.2%	Station "H"	2.6%
Station "C"	11.1%	Station "I"	1.6%
Station "D"	6.0%	Others	2.4%
Station "E"	5.2%		

*Hooper, Oct.-Nov., 1956 7 a.m.-6 p.m., Mon.-Sat.

That's how fast listening habits have changed in Miami as a result of less than 3 months of "Storz Station" programming. And it's a *decisive* first place with a pace-setting 24.3% in the morning and a convincing 31.8% in the afternoon. Already a fine buy to begin with —WQAM is now *the* buy in Miami. Talk to the BLAIR man—or WQAM GM JACK SANDLER.

WQAM

MIAMI

Covering all of Southern Florida with 5,000 watts on 560 kcs.

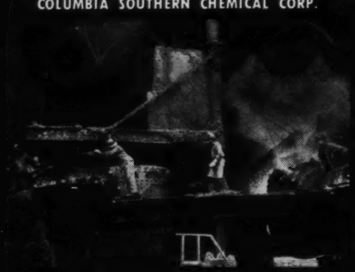
The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President

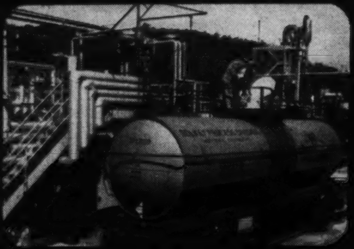
WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami
Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans
Represented by Adam Young Inc.

COLUMBIA SOUTHERN CHEMICAL CORP.



WHEELING STEEL CORP.



SOLVAY PROCESS DIVISION A. C. & D.

UNION CARBIDE & CARBON CORP.

From the desk of the PRESIDENT
Keep your eye on this market!
RWF

The Wheeling Market is one of the fastest growing markets in America

Aluminum, Chemicals, Steel, Coal—these and many other basic industries—booming, expanding, growing—in the Greater Wheeling Market, the "rich Ruhr Valley of America." How do YOU figure in this picture of industrial expansion? Project your sales in America's industrial heartland by using the dominant advertising medium, WTRF-TV, consistently outdistancing the competition in every accredited measurement of audience survey. The eyes of the valley are on WTRF-TV!

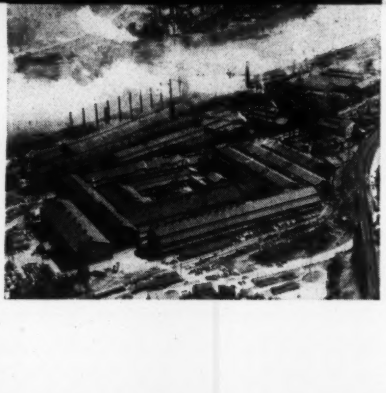
"a station worth watching"

wtrf-tv

Wheeling 7, West Virginia

CHANNEL 7

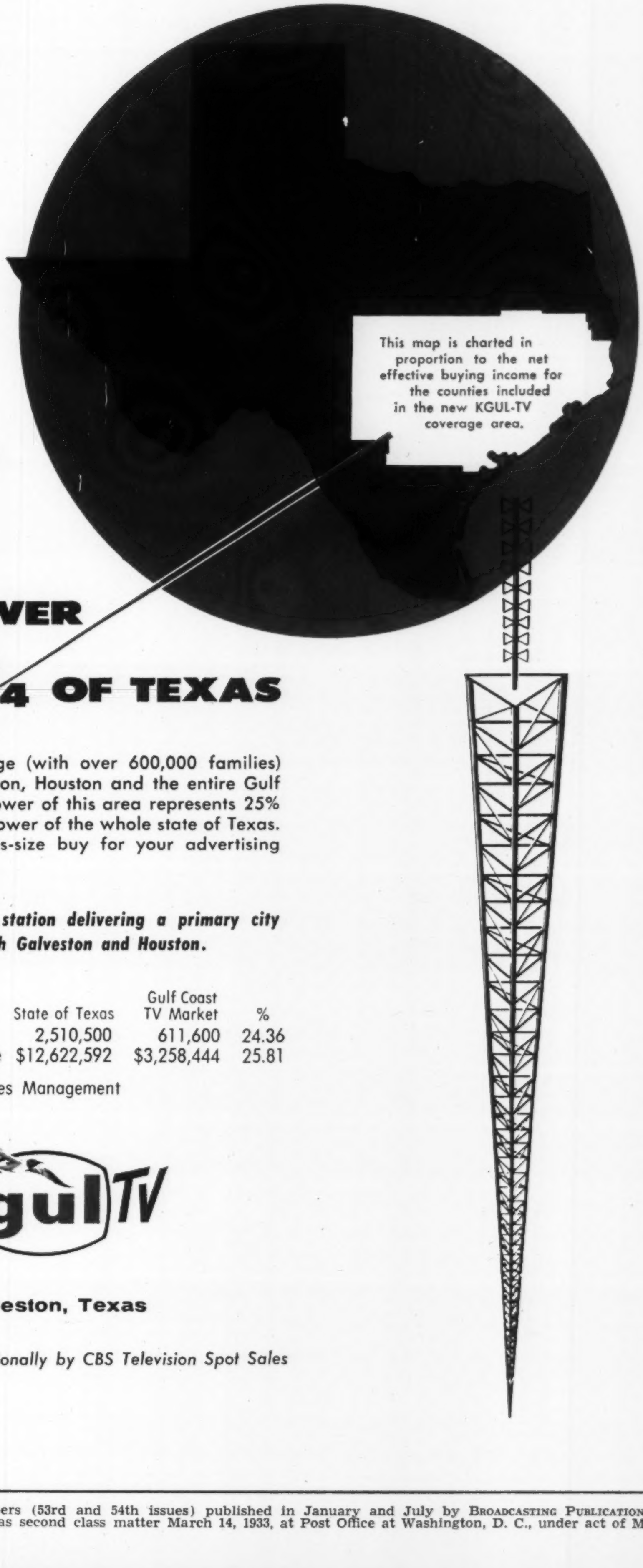
For availabilities and complete coverage information—Call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager. CEdar 2-7777



NBC

316,000 watts
Equipped for network color

reaching a market that's reaching new importance!


This map is charted in proportion to the net effective buying income for the counties included in the new KGUL-TV coverage area.

KGUL–TV'S NEW SUPER TOWER DELIVERS 1/4 OF TEXAS

KGUL's area coverage (with over 600,000 families) encompasses Galveston, Houston and the entire Gulf Coast. The buying power of this area represents 25% of the total buying power of the whole state of Texas. Here is a real Texas-size buy for your advertising dollars.

KGUL-TV is the only station delivering a primary city signal to both Galveston and Houston.

	State of Texas	Gulf Coast TV Market	%
Families	2,510,500	611,600	24.36
Effective Buying Income	$12,622,592	$3,258,444	25.81

Source of Figures: Sales Management

kgul TV

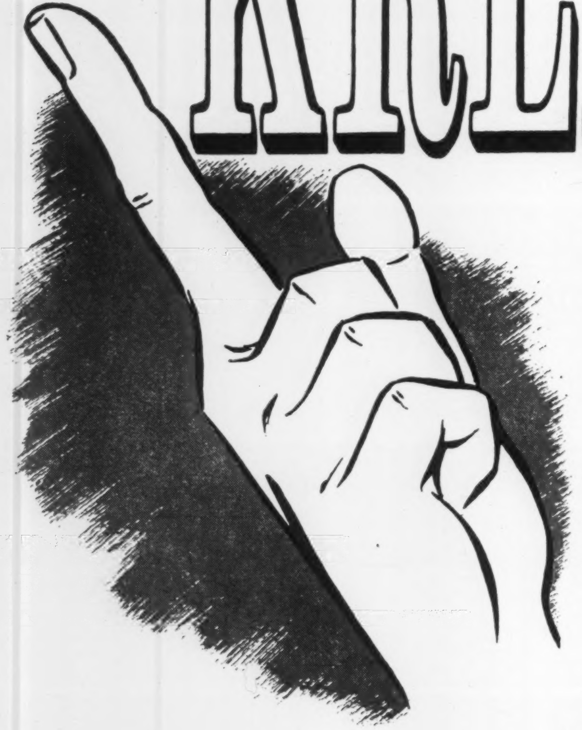
Galveston, Texas

CBS *Represented Nationally by CBS Television Spot Sales*

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD

RADIO • CBS • DALLAS



is the only Full-Time 50,000 Watt Station in the Dallas-Ft. Worth area!

- **ONE ORDER**
- **ONE BILLING**
- **MAXIMUM COVERAGE**
- **MINIMUM COST**

KRLD is the only 50,000 watt station operating in the Dallas-Fort Worth area not sharing its frequency with another station. Complete saturation, morning, afternoon and night, of this rich, rapidly expanding market, plus North Texas and Southern Oklahoma, is yours with just one order . . . on KRLD. Best of all . . . by not having to divide contracts with two stations . . . you earn greater frequency discounts . . . maximum impact for minimum investment.

KRLD is the oldest CBS affiliate in Texas. Southwestern listeners are accustomed to tuning to 1080 for their favorite radio entertainment. Popular regional and top-rated CBS programs consistently make KRLD the No. 1 station for this vast audience . . . one of the highest income groups in the nation. To reach this group completely, effectively and economically, your basic advertising medium choice should be . . . MUST be . . . KRLD . . . Dallas.

KRLD

OUTLET FOR CBS RADIO NETWORK IN DALLAS AND FT. WORTH

Owned and operated by KRLD-TV, televising with Maximum Power from the top of Texas' Tallest Tower, The Dallas Times Herald station, Herald Square, Dallas 2. The Branham Company, National Representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

50,000 WATTS COMPLETELY SATURATES THE GREAT SOUTHWEST MARKET

closed circuit.

DEADLINE • Look for action before end of year in Justice Dept. investigation of NBC-Westinghouse exchange of Cleveland and Philadelphia stations. Federal grand jury in Philadelphia now is considering evidence—which has been presented in full—and is expected to decide before Dec. 31 whether or not to indict. No matter what grand jury does, Justice Dept. also has power to move in civil action, and justice, too, will make up mind by end of year.

B•T

IT WILL TAKE much longer for Justice to conclude its broader investigation of television networks. Victor Hansen, assistant attorney general in charge of antitrust proceedings, reportedly has not changed his view given to House Antitrust Subcommittee last September that it will be 18 months to two years before his office can decide whether networks are violating monopoly laws. In recent weeks FBI agents have been visiting networks, and have submitted detailed questions which networks will require weeks, at least, to answer.

B•T

GRATITUDE • Mysterious ways of Madison Ave. were never better exemplified than by still-to-be-announced withdrawal of major account from major agency. Seems that agency vice president, who some years ago had chance to get block of stock in tv applicant in good market at bargain price, cemented client relations by letting some of agency's best accounts in on deal. Recently they sold out holdings at profit of better than 25 to 1. One client, dropping into agencyman's office to say thank you, casually remarked on departing, "This was great, but we've decided to give our account to an agency that concentrates on advertising."

B•T

FCC is determined to clean up its television hearing cases by end of January, under mandate given staff by Chairman George C. McConnaughey. Awaiting final decision are eight hearing cases: Miami (ch. 10); Seattle (ch. 7); Indianapolis (ch. 13); St. Louis (ch. 11); Charlotte (ch. 9); Orlando, Fla. (ch. 9); Buffalo (ch. 7), and Boston (ch. 5).

B•T

YES BUT • American Broadcasting-Paramount Theatres now has it in writing from Antitrust Division of Justice Dept. that under motion picture consent decree of 1949, it has right to produce theatrical pictures. Within last fortnight, AB-PT received reply to its letter of Sept. 4 asking for ruling, and it confirmed oral understanding [B•T, Nov. 19]. Department added, however, that it would watch developments to ascertain that motion picture production activities do not run counter to antitrust laws.

CONTRARY to past practice, ABC plans to hold regional spring meetings of its radio affiliates next March, in advance of and separate from NARTB's convention (April 7). Sessions would be held in New York, Chicago, New Orleans and San Francisco, with dates depending on availability of Leonard Goldenson, president of parent American Broadcasting-Paramount Theatres and acting president of ABC.

B•T

UP IN AIR • Tall tower problem ought to come to some sort of head this week. Pending broadcasters' agreement on criteria of judging exceptions, FCC has been delaying action on its proposal to force tall tower applicants to justify why they cannot locate towers in antenna "farm" areas. Broadcasters apparently are split between group which believes operators should fight whole idea and one that feels it would be better to work out criteria themselves than to hazard passage of inflexible legislation. NARTB engineering unit meets today (Monday), with working group of Joint Industry Government Tall Structure Committee scheduled to meet Wednesday.

B•T

J. SMITH HENLEY, associate FCC general counsel, will leave to take major Justice Dept. post. Mr. Henley joined Commission in May 1954, became associate general counsel, a new position, in November 1955.

B•T

ENDORSEMENT • Now that regional meetings to explain it to affiliates are over, NBC Radio officials are confident they'll meet Jan. 14 target date for launching most of their new programming and operation plan, including five-minute news hourly; 70-second station breaks (giving affiliates one-minute local commercial availabilities); strengthened programming, and right of affiliates to sell network sustainers locally, subject to recapture [B•T, Nov. 12, *et seq*]. "Hot line" feature to supply affiliates with hot news instantly is already in effect. Network is now soliciting stations for contract changes incorporating new plan, says results are "good beyond expectations." Officials report reaction of affiliates at regional sessions was virtually "100% favorable" except for few who were not in position to commit their station managements or were otherwise noncommittal.

B•T

SIGNIFICANT reversal of advertising policy is reflected in Swift & Co.'s 1957 "Operation Consumer Impact" campaign plans, with purchase of three network tv spectaculars plus mentions on meat packer's six regular network tv programs. Reversal stems from fact that, for first time in Swift history, individual product manager recommendations were sublimated to single overall advertising goal set for "Impact". As result, individual product groups were "assessed" certain sums to make up combined estimated $8 million pot for campaign.

B•T

CULTURE SPREADS • Emilio Azcarragas's Mexican network, Telsistema Mexicana S. A., has just concluded deal whereby hour-long Spanish version of ABC-TV *Ted Mack Show* will be presented on both television and radio network, originating in Mexico City, with winners to be sent to New York to be on U. S. show. Goodyear-Oxo (Mexican division of Goodyear Tire & Rubber Co.), through Young & Rubicam, New York, will sponsor half of Spanish version. Other half is expected to be sold shortly.

B•T

CIVIL SERVICE requirements call for vacancy of Conelrad supervisor, vacated by Ralph Renton (upped to assistant chief engineer in charge of technical research; see story page 82), to be advertised. Among those certain to be considered for post are Conelrad field supervisors: Robert D. Linx, who covers West Coast, Northwest and Northeast, and E. C. Thelemann, who covers Midwest, Southeast and Southwest.

B•T

SNEAK PREVIEW • Although public was not informed, west coast viewers of CBS-TV *Doug Edwards News*, 6:15 p.m. Friday, saw rebroadcast on Columbia Television Pacific Network via Ampex video tape recorder instead of normal film kinescope. No change in picture condition was evident although some observers who knew it was tape felt picture was improved over film. CBS-owned KNXT (TV) Los Angeles fed tape to nine-station CTPN. Technical crews have been making dry runs on Ampex unit for more than week.

B•T

NEW Desilu tv package, Whirlybirds, *syndicated by CBS Television Film Sales, sold in 67 markets with billing to exceed $750,000, it will be announced today by Thomas Moore, CBS Tv Film Sales general sales manager. Buyers include Continental Oil Co. through Benton & Bowles for 39 markets in West and Southwest; Laura Scudder Foods through Mottl & Siteman for all California markets, and National Biscuit Co. through McCann-Erickson for six markets.*

B•T

ONE GOOD TURN • Van Munching & Co. (importers of Heineken's Holland beer), N. Y., plans repeat of last year's successful winter campaign in Greater Miami market starting Dec. 17. Going after vacationing New Yorkers as well as residents, Van Munching has lined up 13-week spot radio drive on WGBS and WINZ which "may possibly" be expanded to include Tampa and Jacksonville. Peck Adv., N. Y., is agency.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

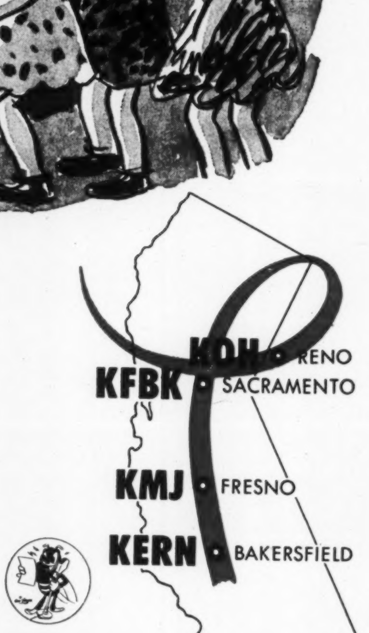
Beeline RADIO

delivers more for the money

POPCORN 10¢
10¢

These *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this inland market — ringed by mountains — the Beeline covers an area with over 2 million people, more buying power than Colorado, more farm income than Kansas. (Sales Management's 1956 Copyrighted Survey)


KOH • RENO
KFBK • SACRAMENTO
KMJ • FRESNO
KERN • BAKERSFIELD

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

at deadline

SACKS TO HEAD NBC-TV PROGRAMS; LEWINE LEAVES ABC FOR NBC POST

EMANUEL (MANIE) SACKS has been named vice president in charge of television network programs for NBC and Robert F. Lewine will leave ABC tv programming and talent vice presidency to join NBC's tv program department in mid-December, NBC President Robert W. Sarnoff is announcing today (Mon.).

In his new role Mr. Sacks, who has been staff vice president of NBC and continues as staff vice president of parent RCA, will report to Thomas A. McAvity, NBC executive vice president in charge of tv network programs and sales. As NBC staff vice president he reported to President Sarnoff.

MR. SACKS

MR. LEWINE

Mr. Lewine's exact assignment at NBC was not disclosed. He will be proposed for vice presidency at NBC board meeting Friday, Mr. Sarnoff said, and will report to Mr. Sacks, as will Alan W. Livingston, vice president in charge of tv network programs for Pacific Div., and Mort Werner, vice president for national programs.

ABC officials said Mr. Lewine's successor has not been chosen.

Mr. Sacks takes over programming responsibilities which have been handled primarily by Messrs. McAvity and Werner since Richard A. R. Pinkham moved from vice president in charge of tv network programs to vice president in charge of advertising short time ago.

Mr. Sacks is veteran of more than 25 years in entertainment field, talent relations and broadcasting. He served successively with WCAU Philadelphia and its artists bureau, with MCA and Columbia Records before moving in 1950 to RCA as director of artist relations at RCA Victor. He became RCA staff vice president, then vice president and general manager of RCA Victor Records, and in 1953, in addition to his two other positions, was named staff vice president of NBC.

Mr. Lewine joined creative staff of Cine-Television Studios Inc. after Navy service during war, becoming vice president in charge of operations. In 1947 he left to form own tv commercials production company, later was director of radio and tv for Hirschon-Garfield agency (later merged with Peck Adv.) from 1950 to 1953, when he moved to ABC as eastern program director. He was named director of ABC-TV program department in 1954 and vice president in charge of programming and talent last January.

Twelve Named to Judge Voice of Democracy Contest

BOARD of 12 persons who will serve as national judges in 10th annual Voice of Democracy contest announced by NARTB President Harold E. Fellows, VOD chairman. Contest is co-sponsored by NARTB, Radio-Electronics-Tv Mfrs. Assn. and U. S. Junior Chamber of Commerce. National board comprises Dr. W. R. G. Baker, General Electric Co., RETMA president; Lee Bristol, Bristol-Myers Co.; Rev. George M. Docherty, New York Ave. Presbyterian Church, Washington; Allen W. Dulles, director, Central Intelligence Agency; Wendell Ford, president, U. S. Junior C. of C.; Dr. Anna L. Rose Hawkes, president, American Assn. of University Women; Gabriel Kajeckas, 1956 VOD co-winner; Sen. John F. Kennedy (D-Mass.); Actor Raymond Massey; George Meany, president, AFL-CIO; Donald A. Quarles, Air Force Secretary, and Martha Skull, president, National Education Assn.

Iowa State College Professor Accepts Post as TASO Chief

APPOINTMENT of George R. Towne, Iowa State College electrical engineering professor and associate director of its engineering experimental station, as executive director, Television Allocations Study Organization, announced Friday. Salary: $25,000. Mr. Towne was signed for minimum of one year to oversee study fostered by FCC in order to determine future of uhf. TASO comprises five groups—NARTB, RETMA, Assn. of Maximum Service Telecasters, Committee for Competitive Tv, and Joint Council on Educational Tv. Others will be invited to join in program of analysis.

Mr. Towne graduated from Rensselaer Polytechnic Institute, Troy, N. Y., in 1929, and was with Stromberg-Carlson Co., Rochester, N. Y., for 13 years, the last five as manager of engineering and research. He is member of National Society of Professional Engineers, as well as other professional societies. Successful search for paid director came after TASO unsuccessfully offered position to Arthur V. Loughren, IRE president and former Hazeltine research vice president, and Alex Jensen, Bell Labs. executive.

To Draft Engineering Exhibits

NARTB Broadcast Engineering Conference Committee, of which John G. Leitch, WCAU-AM-TV Philadelphia, is chairman, meets tomorrow (Tues.) to start planning annual spring technical meeting to be held during NARTB convention in Chicago. Other members of committee are Raymond F. Guy, NBC; William B. Lodge, CBS; Frank Marx, ABC; Ross H. Beville, WWDC Washington; Joseph B. Epperson, WEWS (TV) Cleveland; John A. Shay, WTVJ (TV) Miami; J. A. Shusser, KOA-AM-TV Denver; Harry Tilley, WOR-TV New York, and John T. Wilner, WBAL Baltimore.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see Advertisers & Agencies, page 27.

OPENING GUN • H. J. Heinz & Co., N. Y., will promote its famous "57 Varieties" slogan in unusual television spot campaign based on "Famous 57 in '57" theme on New Year's Eve and New Year's Day, using three station identifications and three 20-second announcements. Maxon Inc., N. Y. agency, looking for availabilities on New Years' Eve at midnight break and for those near football telecasts on New Year's Day. Spots will be placed in about 90 markets.

GREY FOR GREYHOUND • Greyhound Bus Lines, Chicago, names Grey Adv., N. Y., to handle advertising account, effective March 1. Account, which bills approximately $4 million annually, had been serviced for many years by Beaumont & Hohman Inc., Chicago. Greyhound uses radio and tv spot and last had network exposure two seasons ago with participations on *Omnibus,* then on CBS-TV.

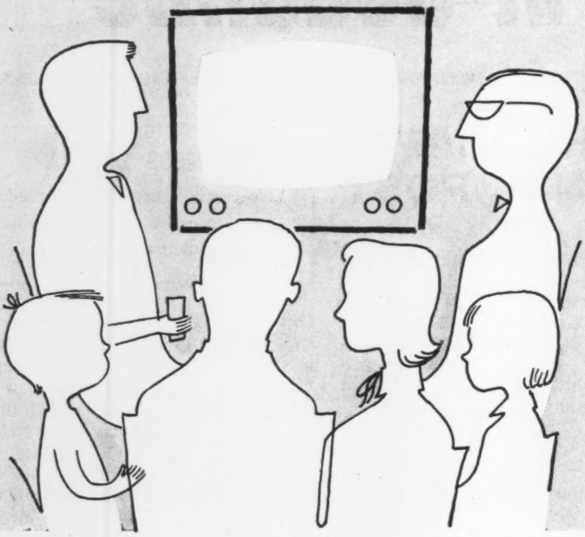
CANDETTES CAMPAIGN • Charles Pfizer & Co. (Candettes throat lozenges), Brooklyn, N. Y., placing 10-week spot campaign on 10 tv and 12 radio stations starting Jan. 10. Dowd, Redfield & Johnstone, N. Y., is agency.

TV FOR FERTILIZER • F. S. Royster Guano Co. (fertilizer), Norfolk, Va., placing television spot announcement campaign starting in January in Virginia and Carolinas. Agency: Van Sant, Dugdale & Co., Baltimore.

SUNOCO PUSH • Sun Oil Co. (Sunoco), Phila., for its new "five-way filling pump" (that gives gasoline purchasers choice of octanes), pressing down broadcast advertising accelerator in Florida and parts of southeastern Georgia this month. Next week, Sunoco launches 10-13 week saturation spot radio campaign on over 50 stations, following up with 52-week tv film sponsorship in two new markets. Ruthrauff & Ryan, N. Y., is agency.

Movie Companies Make Deal With Griffing Pay-Tv System

MAJOR motion picture companies were reported Friday to have entered into agreements with southwest theater owner Henry Griffing, under which they would lease their feature films to Griffing for theatre use and also permit him to show them simultaneously on experimental basis over pay-television system in Bartlesville, Okla., using Jerrold Corp. equipment. Spokesman for Columbia Pictures in New York confirmed that his company had made this agreement with Mr. Griffing "purely as an experiment" and he said it was his understanding other major studios have made similar arrangements. Jerrold is a major manufacturer of community antenna television equipment and has claimed in past that its "wired system" for pay tv does not require FCC approval.



in Kansas City

instead of *claimed* audience

get the *documented** audience . . . with

KCMO-TV

***more quarter-hour firsts, according to PULSE (August), ARB (July) and NIELSEN (July) than any other station in the Greater Kansas City area.**

Joe Hartenbower, General Mgr.
Sid Tremble, Commercial Mgr.

KCMO-TV . . . One of Meredith's Big 4 . . . All-Family Stations

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	CBS	CBS	ABC		CBS	CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Binghamton, Ashland Sales Filed for Commission Approval

TWO APPLICATIONS were filed with FCC Friday seeking approval to sales of stations in Binghamton, N. Y., and Ashland, Ohio.

WINR-AM-TV Binghamton was sold by Southern Tier Radio Service Inc. to Binghamton Press Co. (Gannett newspaper interests) for $165,000. WINR is 680 kc, 1 kw day, 500 w night, directional antenna. WINR-TV is on ch. 40, received grant in September 1954, never has been on air. Balance sheet for stations (dated Sept. 30) showed total assets of $161,578, of which $26,853 was current assets; current liabilities of $75,040, and deficit of $4,641.

Gannett Co. broadcast properties, all held through newspapers, are WENY Elmira, N. Y.; WDAN-AM-TV Danville, Ill.; WHEC-AM-TV Rochester, N. Y. (85.7%), and WHDL-AM-FM Olean, N. Y. (49%).

Also sold Friday was WATG-AM-FM Ashland, Ohio, from Ashland Broadcasting Co. to Radio Ashland Inc. for $112,000. WATG is on 1340 kc, 250 w. WATG-FM is Class B outlet on 101.3 mc. Stations' balance sheet as of Aug. 31 showed total assets of $60,352 ($11,327 current assets), current liabilities of $14,173, and deficit of $12,123.

Radio Ashland is comprised of Charles D. Calhoun (55.1%), former chief engineer, WLOH Princeton, W. Va., and at one time manager of WSAY Rochester, N. Y.; Charles Winick (34.9%), on faculty of Queens College, N. Y., and Lewis Clarkin Roche (10%), electronics technician.

NARTB Mails Out Ballots For Radio Board Elections

ELECTION process to fill 17 places on NARTB Radio Board got underway Friday as Everett E. Revercomb, secretary-treasurer, mailed out forms to be used in certifying station representatives who will be eligible for nomination. Forms must be returned by Jan. 3.

Expiring terms are for nine odd-numbered districts and eight at-large directorships. Terms end April 11 at close of annual NARTB convention. Board members ineligible to run for re-election are Herbert L. Krueger, WTAG Worcester, Radio Board vice chairman; George H. Clinton, WPAR Parkersburg, W. Va.; William D. Pabst, KFRC San Francisco; Richard M. Brown, KPOJ Portland, Ore., and F. Ernest Lackey, WHOP Hopkinsville, Ky.

Y&R International Research Meet Planned for New York Dec. 7-11

RESEARCH department of Young & Rubicam, N. Y., will hold international research conference Dec. 7-11 in New York, for Y&R's research specialists in Montreal, Toronto, London, Mexico City, Frankfurt and U. S.

According to Sigurd S. Larmon, Y&R president, more than 40 research executives will take part in conference held under direction of Dr. Peter Langhoff, vice president and research director. Emphasis will be on use of data to marketing and advertising problems with talks by Mr. Larmon, Vice President Louis N. Brockway, and General Foods Vice President R. M. Schmitz.

SDX Plans To Stress Journalistic Opportunities

SIGMA DELTA CHI, national journalistic fraternity, will stress work opportunities in all branches of journalism as its 1956-57 national theme with implementation scheduled for action at closing session of 47th annual convention in Louisville last Saturday (see early story page 74).

Convention, having record attendance exceeding 400, also was to vote Saturday on incoming slate nominated as follows: Honorary president, Barry Bingham, president and editor-in-chief, *Courier Journal* and *Louisville Times* (WHAS-AM-TV); president, Sol Taishoff, B•T Washington; vice president, professional chapter affairs, Robert Cavagnaro, general executive of Associated Press in charge of western area; vice president, undergraduate chapter affairs, Edward Lindsay, editor, Lindsay-Schaub newspapers, Decatur, Ill.; vice president, expansion, James A. Byron, news director, WBAP-AM-TV Fort Worth; secretary, James Pope, executive editor, *Courier-Journal*, Louisville. Nominated for re-election as treasurer was Buren McCormack, *Wall Street Journal*. Nominated for executive council vacancies were V. E. (Red) Newton, managing editor, *Tampa Tribune* (WFLA-AM-TV), and Bill Ray, NBC news editor, Chicago.

Press freedom, both domestic and international, highlighted four-day convention, presided over by Mason Rossiter Smith, editor and publisher, *Tribune-Press*, Gouverneur, N. Y., who moves to chairmanship of executive council.

Argentina's Dr. Alberto Gainza Paz, editor and publisher of *La Prensa*, whose paper had been seized by Peron and then returned to him year ago when dictator was overthrown, in banquet address Thursday warned that no American republic today is free from "the real or potential threat" to freedom. Peron's seizures also had embraced both radio and television.

Freedom of access to news at all levels requires vigilant continuing effort, it was agreed by panel of experts Friday moderated by Clark R. Mollenhoff, Cowles bureau, Washington. Panelists were Edward Barrett, dean, Columbia U. School of Journalism and former Assistant Secretary of State for overseas information, including Voice of America; William Arthur, managing editor of *Look*, and Guy Easterly, publisher, *LaFollette Press*, weekly of LaFollette, Tenn.

Panelists also agreed it was short step from controlled access to dictatorship. They deprecated government by handout and resistance of public officials to permit reporters to get behind press releases. Mr. Barrett suggested that every incident of restraint, at whatever level, be resisted, and suggested that SDX as all-inclusive journalism organization, assume leadership.

Top professional chapter award went to Washington, D. C., with these runnersup: Northern California (San Francisco), Dallas, Milwaukee and North Dakota.

PEOPLE

KENNETH H. BAKER, vice president of Market Research Corp. of America, has joined California-Oregon Television Inc., operating three Smullin tv stations in California and Oregon, as vice president in charge of research and market development. He is former NARTB research director and president of Broadcast Measurement Bureau. Stations operated by William B. Smullin are KIEM-TV Eureka, KBES-TV Medford and KOTI-TV Klamath Falls.

JOHN K. OTTLEY Jr. has been elected a partner of Liller, Neal & Battle, Atlanta and New York advertising agency.

HENRY LUHREMAN, formerly in sales posts with MCA-TV in St. Louis and Frederic W. Ziv Co., to Official Film's St. Louis office as sales representative in six-state midwestern area.

WALTER A. TIBBALS, vice president of Four Star Films Inc., has resigned effective immediately to join **LEE SAVIN**, former production vice president of Gross-Krasne, in independent television company.

JOHN A. KUNEAY, vice president and member of board of Fletcher D. Richards Inc., N. Y., as well as supervisor in charge of tire division account of U. S. Rubber Co., to Grey Adv., N. Y., as vice president and account supervisor.

GORDON G. VANDERWARKER, media director at Needham, Louis & Brorby Inc., N. Y., elected vice president.

Commercial Tv Receives Praise For Educational Programming

SURVEY of educational tv programs on commercial stations "is indicative of the felt responsibility . . . in carrying out a continued policy of public service to their respective communities," Dr. Franklin Dunham, chief of radio-tv, U. S. Office of Education, said Friday in announcing results of survey by federal agency.

"Like previous surveys made before the present 23 noncommercial educational stations were on the air," he said, "it gives strong indication of the fine cooperative effort which exists between the educator and the broadcaster in making known the needs and the services of schools and colleges throughout America." He commended role of commercial tv stations in White House Conference on Education, held early in 1956.

Gertrude G. Broderick, radio-tv education specialist of federal agency, conducted survey. She pointed to "truly remarkable demonstrations" of tv's use for educational purposes. Her study shows programs on commercial tv stations indicating "a cooperative working relationship between the commercial stations and the schools within the available time limits."

WMGT (TV) Due Back on Air

IMMINENT return to air of ch. 19 WMGT (TV) Pittsfield, Mass., was indicated Friday when FCC granted station requested special temporary authority to resume commercial operation. WMGT was knocked off air by strong winds last February. In requesting special authority to go back on, station said it planned to recommence "some time during first week in December."

the week in brief

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Billings of CBS Television Spot Sales have increased more than predicted, John A. Schneider, general manager, tells station managers' meeting 94

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BROADCASTING TELECASTING*

THE BUSINESSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

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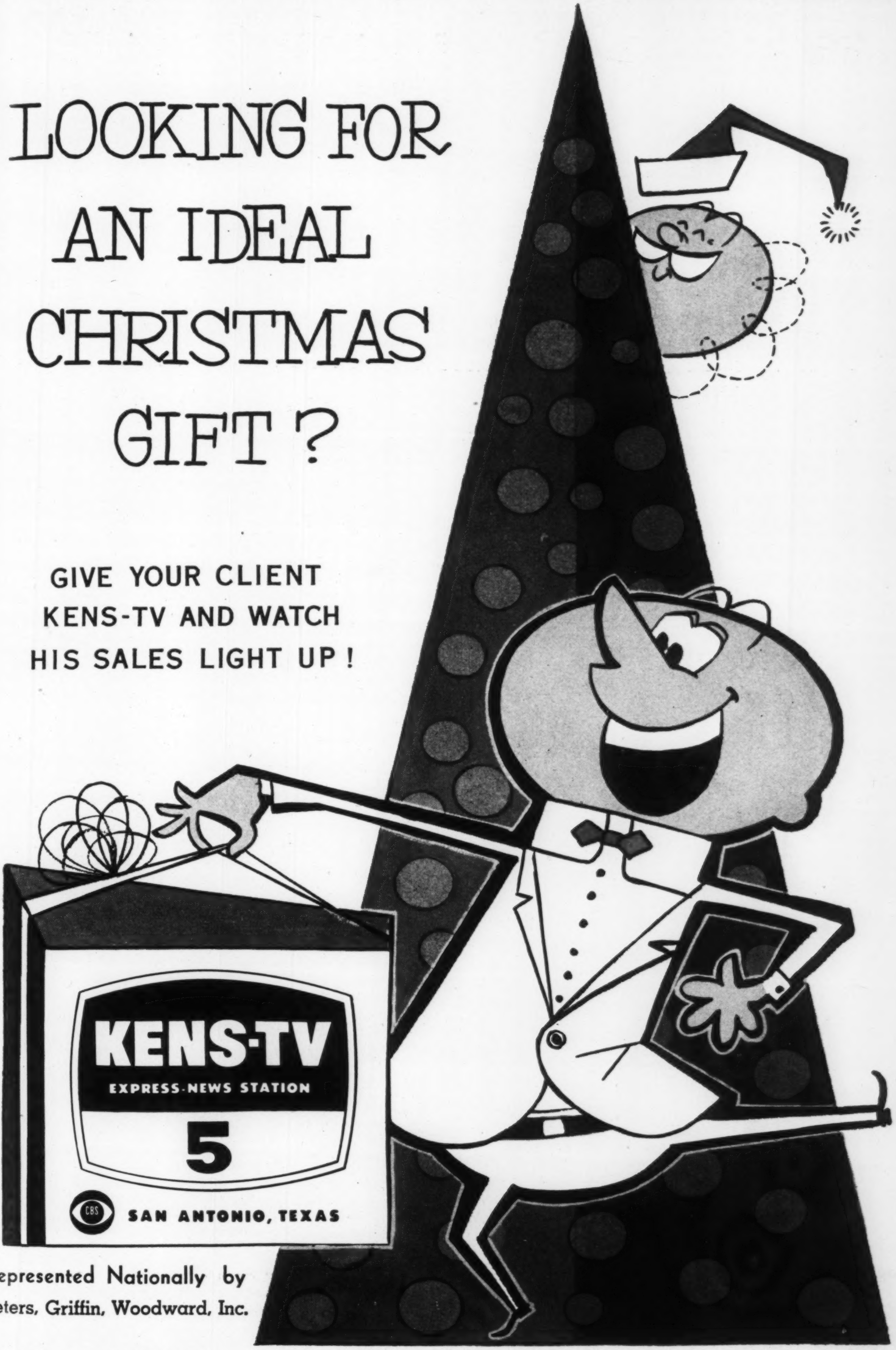
LOOKING FOR AN IDEAL CHRISTMAS GIFT?

GIVE YOUR CLIENT
KENS-TV AND WATCH
HIS SALES LIGHT UP!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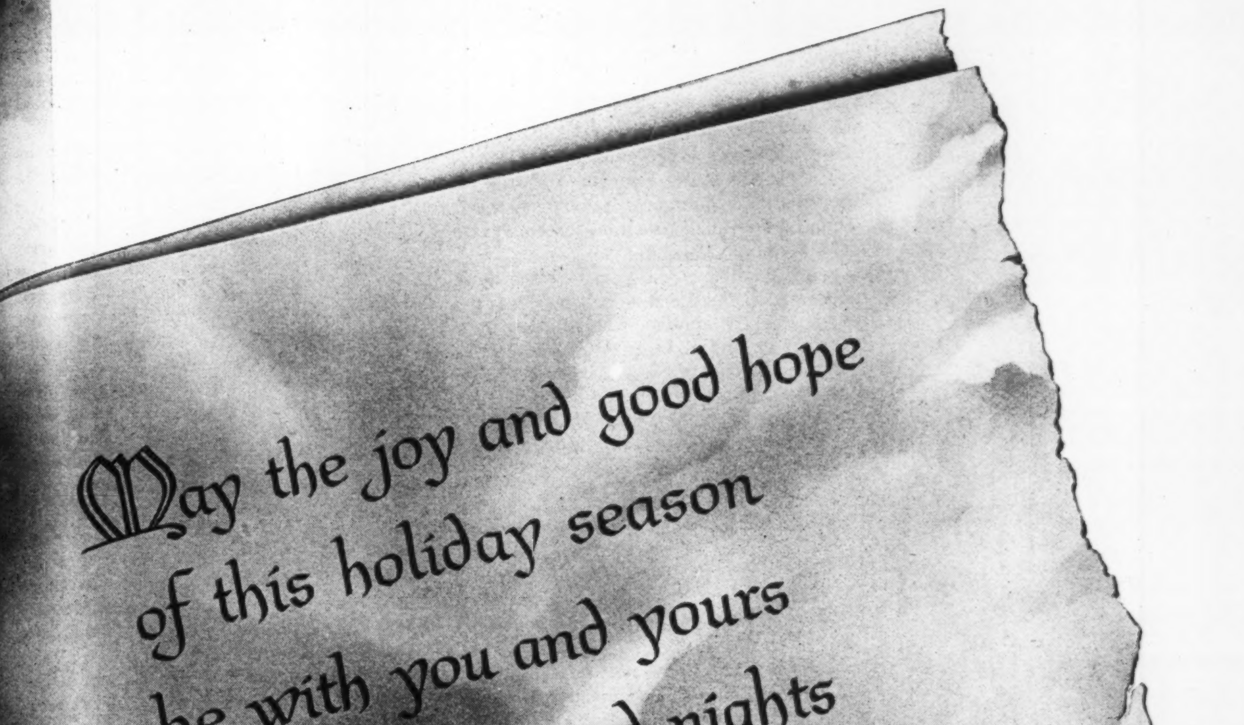
EXPRESS-NEWS STATION
5
CBS
SAN ANTONIO, TEXAS

Represented Nationally by
Peters, Griffin, Woodward, Inc.



May the joy and good hope
of this holiday season
be with you and yours
all the days and nights
of the coming year . . .
and every year

RADIO DIVISION

EDWARD PETRY & CO., INC.

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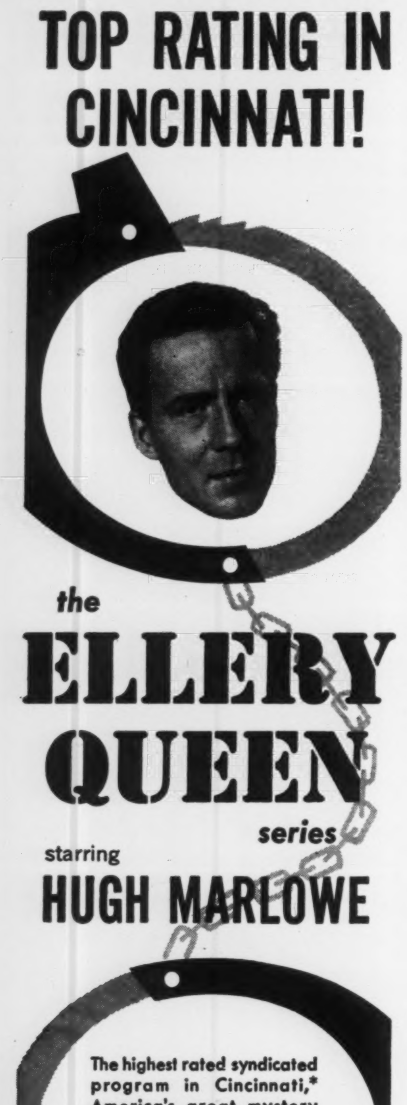


TOP RATING IN CINCINNATI!

the ELLERY QUEEN series starring HUGH MARLOWE

The highest rated syndicated program in Cincinnati,* America's great mystery adventure series outrates $64,000 Question, Dragnet, Jackie Gleason and other top network favorites! Get the facts for your market.

*24.7 Pulse 9/10/56

tpa

488 Madison Ave.
New York 22
PLaza 5-2100

HIGH BUTTON SHOES

IF YOU can sit with a clear conscience through a 90-minute musical show that has no particular plot, or even form, then you probably enjoyed the NBC-TV *Saturday Spectacular* presentation of "High Button Shoes," Nov. 24. Certainly Nanette Fabray, Hal March, Don Ameche and the show staff did about all any artist could to make it a diverting evening.

A high point of the lighthearted production was the Mack Sennett Ballet. Miss Fabrey, mugging in the midst of the ubiquitous cops, was in her element. And so were directors and cameramen. Catching so much action on one small television screen was no mean accomplishment.

A low point to some color viewers, those who favor traditional color schemes, was the set of shocking combinations effected by a costumer mismating blues and greens, pinks and oranges. The time is past when designers have to stand on their heads to prove they are working in color. And the inevitable red vest will probably go down in history as one of color tv's oldest cliches.

Production costs: Approximately $150,000.

Sponsored in color and black-and-white on NBC-TV Nov. 23, 9-10:30 p.m. EST, by Oldsmobile Div. of General Motors through D. P. Brother Co. and RCA Victor and RCA-Whirlpool through Kenyon & Eckhardt Co.

Producer-director: Joe Cates; book: Stephen Longstreet; music and lyrics: Jule Styne and Sammy Cahn; book for tv: Arnie Rosen and Coleman Jacoby; music director: Ted Raph; choreographer: Bob Hamilton; choral director: Earl Rogers; set designer: Burr Smidt; costumes: John Boxer.

Cast: Hal March, Joey Faye, Nanette Fabray, Janet Ward, Jack Collins, Don Ameche, Isabelle Hoops, Faye Sappington, Ethel Watts, Gretchen Rhoads, Mari Hammill, Nancy Price, Ruth Reynolds, Eleanor Williams.

ELOISE

ONCE UPON a time, amidst the toy-strewn wreckage of a top-floor suite at the Plaza Hotel in New York, there lived a six-year-old city child named Eloise. As the heroine of a charming 65-page Simon & Schuster picture book by nightclub singer Kay Thompson and artist Hilary Knight, Eloise delighted thousands of us precocious grown-ups with her antics, which ran the gamut from pouring water down the hotel mail-chute to stealing the waiter's flaming shashlik from the smart Rendezvous Room.

But Eloise lives no more. The impish hellion who always liked to say important words three times is dead dead dead, killed mercilessly by her creator whose vision may well have been impaired by the glare of sponsor coin. Eloise, we're sure, would have viewed *Playhouse 90's* caricature of herself as simply cheap cheap cheap. Here was the Thanksgiving turkey of all times, a tasteless dish garnished with a flock of famous performers and, when all was said and done, a carcass stripped of all charm and substance.

Taken for what it was—a 90-minute gratis commercial for Conrad Hilton's shining jewel, the Plaza—we'd venture to say that little Eloise could have written a better one herself with only a pastel crayon from the five and dime.

Production costs: $250,000.

Co-sponsored by Ronson Corp. through Norman, Craig & Kummel; Singer Sewing Machine Co. through Young & Rubicam; Bristol-Myers Co. through BBDO; Philip Morris Co. (Marlboro) through Leo Burnett & Co. on CBS-TV's Playhouse 90, *Thurs., Nov. 22, 9:30-11 p.m. EST.*

Adapted by Leonard Spigelglass and Kay Thompson from Miss Thompson's 1955 book, "Eloise" *(Simon & Schuster, N. Y., 1955). Producer: Martin Manulis; director: John Frankenheimer; asst. producer: Russell Stonham; assoc. director: Ron Winston; lyrics, score and arrangements: Lennie Hayton and Kay Thompson; art director: Al Heschong; story editor: Peter Kortner.*

Cast: Evelyn Rudie, Ethel Barrymore, Mildred Natwick, Kay Thompson, Hans Conried, Louis Jourdan, Maxie Rosenbloom, Charlie Ruggles, Monty Woolley, Conrad Hilton, Inger Stevens, Jack Mullaney.

MAN & SUPERMAN

THE LAST time this corner bandied about the term "flawless" was back in November 1955, when it heaped praise upon Maurice Evans' production of George Bernard Shaw's *The Devil's Disciple* [B•T, Nov. 28, 1955]. Our reason for trundling it out again at this time: Mr. Evans' production (in cooperation with Mildred Freed Alberg and George Schaefer) of Shaw's "Man and Superman."

Here was not only fine comedy presented in the grand manner of the British theatre, loaded with Shavian wit (e.g. "virtue . . . is the trade unionism of the married"), but comedy impeccably produced, spoken with force, vitality and clarity rare in this electronic medium. Despite what Shaw's hero, the hapless Jack Tanner, might have felt about this cat-and-mouse game between woman and her prey, it was good, clean fun from beginning to end.

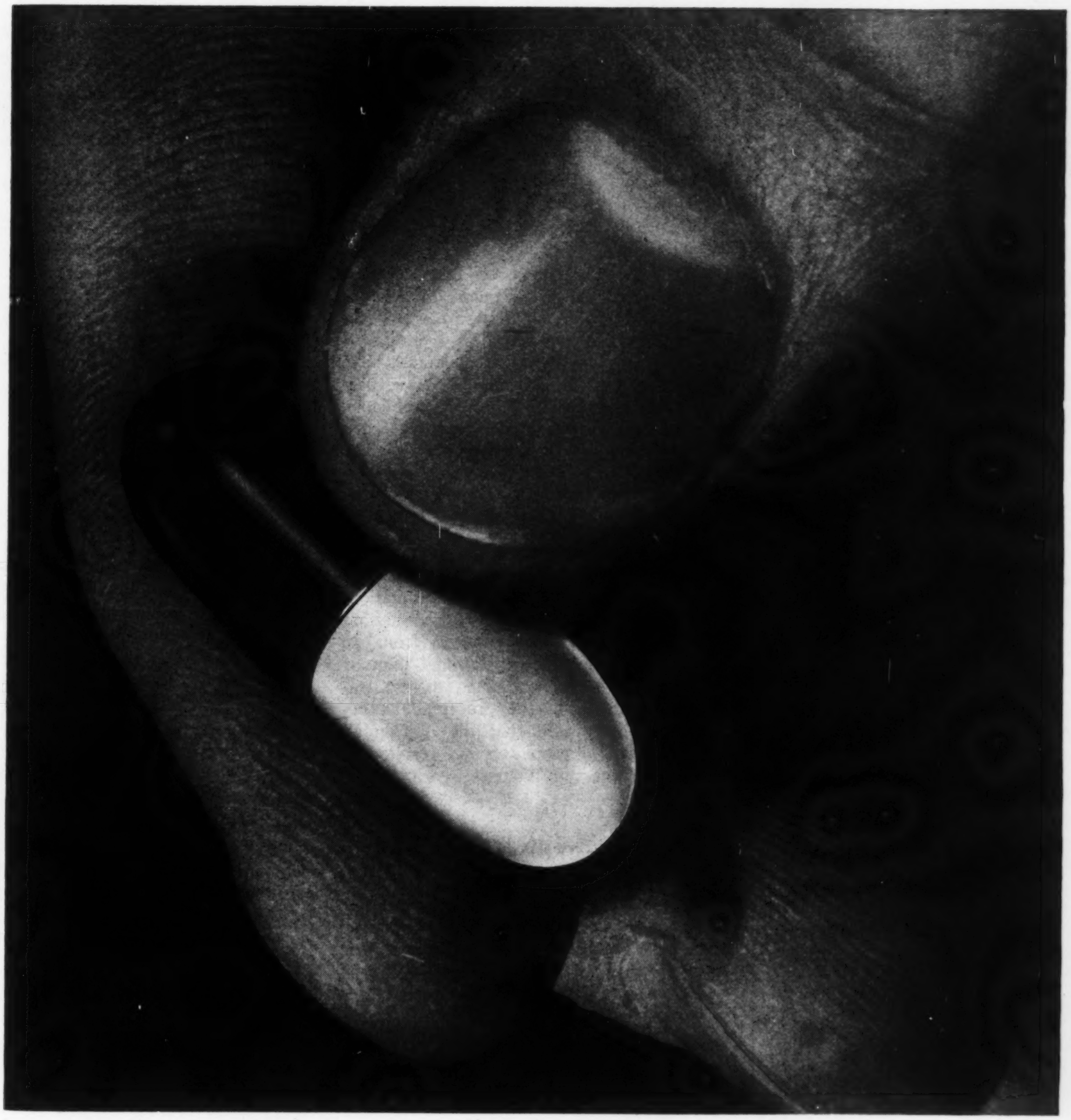
Recreating their original roles from the 1947 Broadway revival were Mr. Evans, Malcolm Keen and Chet Stratton. Though the rest of the cast performed with maturity and a zest for what they were doing, our favorite was that lovely, frog-voiced British importation, Joan Greenwood. Had it been possible, we would have tossed a bouquet of roses to her through the 21-inch tv screen.

Production costs: Approximately $130,000.

Sponsored by Hallmark Cards Inc. through Foote, Cone & Belding on NBC-TV's Hallmark Hall of Fame, *Sun., Nov. 25, 9-10:30 p.m. EST.*

Tv version of George Bernard Shaw's original play by Maurice Evans, Mildred Freed Alberg and George Schaefer. Executive producer: Mrs. Alberg; producer-director: Mr. Schaefer; assoc. producer-director: Robert Hartung; editorial supervisor: Joseph Schrank; scenery: Robert Wightman; costumes: Noel Taylor.

Cast: Maurice Evans, Joan Greenwood, Malcolm Keen, Chet Stratton, Edith King, Sylvia Short, Douglas Watson, Walter Graea, Ian Martin and Patricia Moore.



WOODLAND-TV *is* BIG *territory!*

Pills by the billion pop down the mouth of this vital market. Proof: last year it coughed up $309-million for pharmaceutical and drug sales. But are you getting your share? Here's the country's 18th television market. Western Michigan is YOURS . . . when you buy WOOD-TV, Grand Rapids' only television station. Ask us to tell you more.

MUSKEGON
GRAND RAPIDS
LANSING
BATTLE CREEK
KALAMAZOO

WOOD-TV **WOODLAND CENTER**
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS • REPRESENTED BY KATZ AGENCY

CASE HISTORY—FURNITURE

The WORLD'S LARGEST HOME FURNISHING STORE, Barker Bros., ends a two-year test of Southern California radio and finds it good.

A pioneer in the medium, Barker's had used it effectively, but never as substantially as when President Neil Petree and Advertising Director Kenneth Pelton called on Mays & Co., their agency, for radio promotion of the firm's Diamond Jubilee Year.

Using the new radio, they put jingle spots on eight major stations. (Largely responsible for the move was a survey of new suburban areas, proving nearly half the residents were not reachable by more traditional media.)

Results: "Radio has proved its usefulness to us," says Mr. Petree. "Best confirmation is our continued use." With a 1956 increase of 18%, and volume in its 18 stores still climbing, Barker's is now refining its radio techniques with tests of items, days and times.

KBIG is happy at Mr. Mays' report that "the merchandise items on your station had fine response . . . thanks to the boys at KBIG who have been giving the copy their own slant and adding to its 'sell'."

Huge, sprawling Southern California is reached best by radio; KBIG plus other fine stations for complete saturation; KBIG alone for greatest coverage at lowest cost-per-thousand.

KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

Radio Networks' Future

EDITOR:

BROADCASTING's special report "Are Radio Networks Here to Stay?" [B•T, Nov. 26] was most interesting. Your objective and comprehensive appraisal of the situation today and your initiative in sending around a questionnaire to agencies, stations, and networks is characteristic of B•T's industry-wide reputation for good service, good interpretation, and interesting presentation.

While the net, net answer to your questions represents an indorsement for network radio that perhaps does not surprise broadcasters close to the network operation, I am sure that many of your readers may have been surprised into learning a good deal about the strength (as well as the problems), of network radio today.

Congratulations on a fine editorial job.

Don Durgin,
V.P. in Charge of ABC Radio
New York, N. Y.

P. S.: A slap on the wrist though, please, to your proofreader. On page 41 my answer to your last question on network affiliations should read: "Changes in network affiliations . . . in several cases resulted from an *ownership* change in the station." (Not as printed, an *overnight* change in the station.") However, in the proofreader's defense, let it be said that the quickening interest in radio properties *has* resulted in overnight ownership changes in some markets!

CP to Woodworth

EDITOR:

YOUR NOV. 26 ISSUE ERRONEOUSLY SHOWS MY CP GRANTED TO PARTNERSHIP INCLUDING JACK V. REEDER. PHONE CALL TODAY TO FCC SHOWS NOT GRANTED THAT WAY. SHOULD BE TO MYSELF S. J. WOODWORTH, PEAK BROADCASTING COMPANY. APPRECIATE IMMEDIATE CORRECTION IN FORTHCOMING ISSUE B•T.

S. J. Woodworth
Winslow, Ariz.

[EDITOR'S NOTE: The original application included Jack Reeder as partner and FCC, from which B•T obtained its information, did not report the revised application making S. J. Woodworth sole owner.]

Expert Endorsement

EDITOR:

I want to express my appreciation of the lead editorial entitled "Promotions Are In Order" in the Nov. 19 B•T.

I think you hit upon something that needed to be said, and you said it well.

John F. Day, Dir. of News
CBS News, New York

[EDITOR'S NOTE: Mr. Day refers to B•T's editorial recommending that broadcast news chiefs be elevated to executive level positions within their organizations.]

News Directors' Status

EDITOR:

I certainly congratulate you on your editorial and your remarks to the RTNDA as reported in your Nov. 19 issue. I hope they will do much to awaken some operators to the great potential they are missing.

If management took more interest in the news director's job it would see the opportunities, seize them and advance the art far beyond what it is now. Let's try and induce some owners or managers to drop in on someone like Sig Mickelson at CBS occasionally while they're on the way to one of the advertising agencies on the street. They'd be amazed at what that guy puts out in the way of information—and information that can usually be turned to a profit, too.

Hal Fellows [NARTB president] is one who appreciates all of this and his help will be inestimable in arousing owners to the possibilities. Let's keep hammering away at it and do count on me to help.

Howard L. Chernoff, Consultant
San Diego, Calif.

NTFC's Alfred N. Goldsmith

EDITOR:

On page 72 of the Nov. 19 issue of B•T, under the heading "Lever Project Enlists National Television Film Council", it is stated that a committee of the NTFC was appointed to collaborate with Lever Brothers "to up-grade television film commercial quality".

Members of the committee were stated to include Dr. Thomas T. Goldsmith, NTFC board chairman and television consultant to RCA and other companies.

The actual appointment was that of Dr. Alfred N. Goldsmith, NTFC board chairman and consultant to RCA, NBC, and other companies.

My friend, Dr. T. T. Goldsmith Jr., is an executive and research director at the Allen B. DuMont Laboratories—but not an official of the National Television Film Council.

Alfred N. Goldsmith
New York, N. Y.

[EDITOR'S NOTE: B•T sincerely regrets the error, has taken steps to insure against any future repetition.]

WISE Was There

EDITOR:

You can chalk up another one for the on-the-spot effectiveness of radio. We can't swear to it, but we believe that WISE Radio has given the quickest news coverage of local news in the history of radio.

Last night (Nov. 20) WISE broadcast on-the-spot coverage of a severe automobile accident as the accident occurred. At 11:02 p.m. WISE was broadcasting from our "Star Castle" overlooking Wink's Drive-In Restaurant on the Tunnell Road in Asheville and our announcer on duty was in such a position that he was able to broadcast the happening of the wreck blow-by-blow.

We wonder if there has ever been faster coverage of any newsworthy occurrence by any medium? . . .

Which just goes to prove that radio is usually fustest with the mostest.

Douglas China
WISE Asheville, N. C.

EXPERIENCE

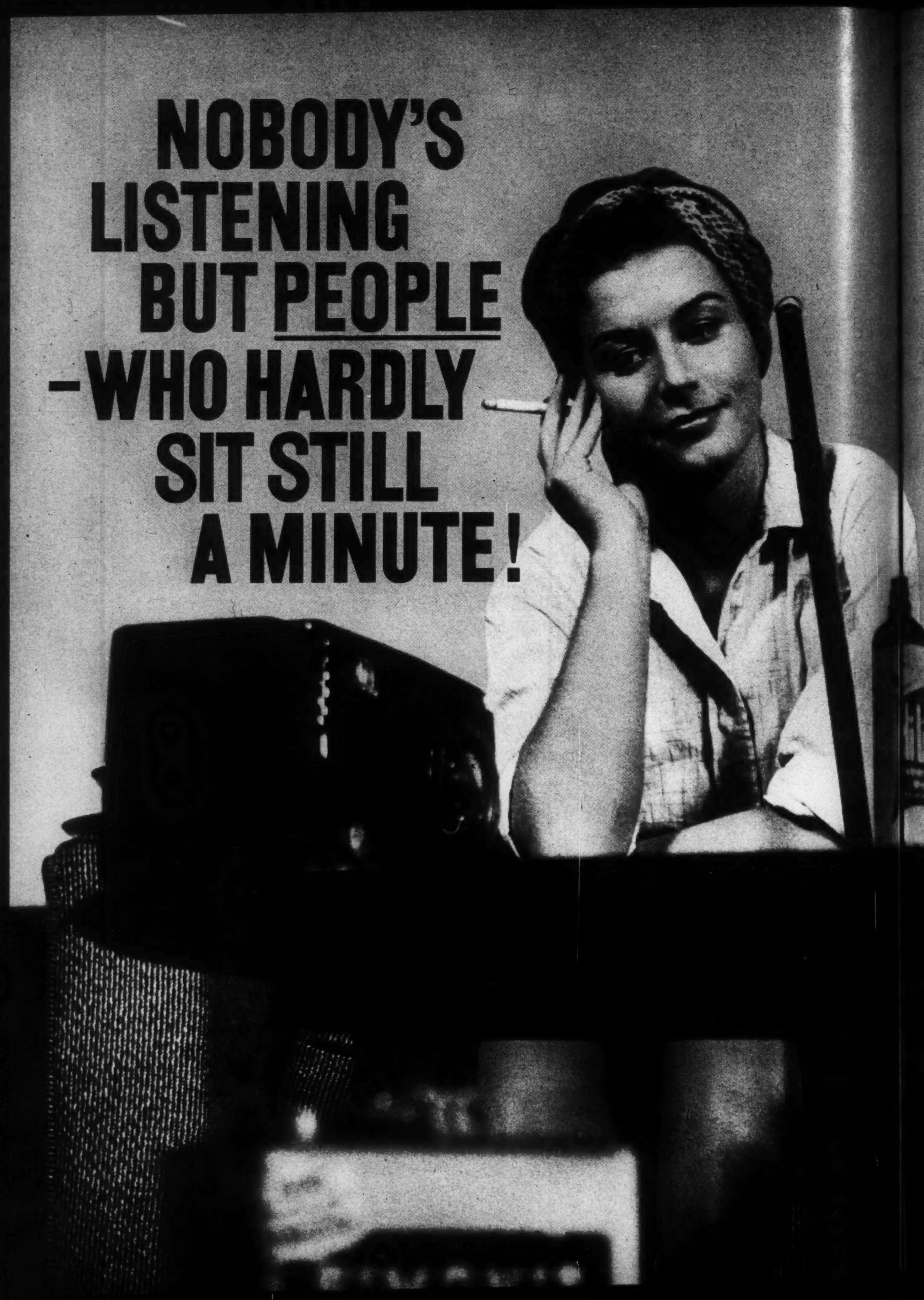
Behind the brow of the pilot, knowledge won through years of experience...skill born of doing.

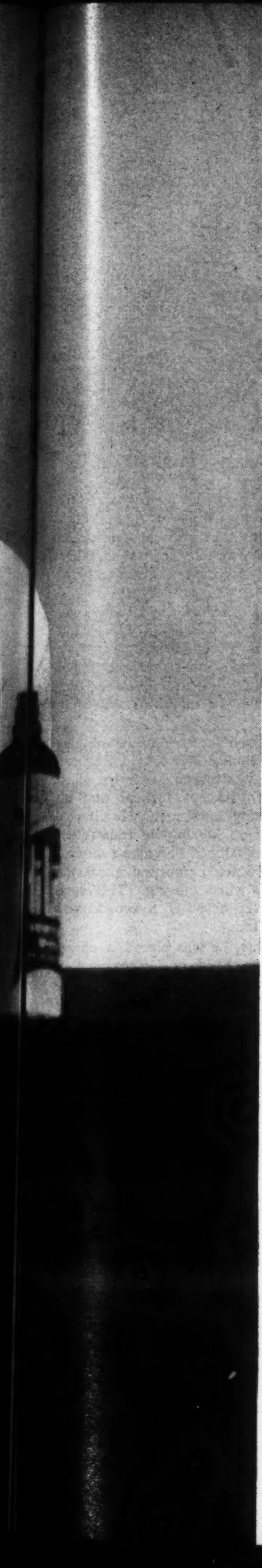
In our business, too, 11 years experience have given us a background that makes the time buyer's job easier...lessens the chance of costly errors.

Such experience must be earned. And there's no substitute for it.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO


NOBODY'S
LISTENING
BUT PEOPLE
–WHO HARDLY
SIT STILL
A MINUTE!



Weekdays, a housewife is mostly on her feet and on the go. There's just one advertising medium that can reach her continuously... just one she can pay attention to continuously. Radio.

And in all radio, the CBS Radio Network is the consistent daytime favorite... with a line-up of dramatic serials that attract an average of 4,115,000 people a minute, every Monday through Friday!

What a time and place to sell all the products for which women are your best customers.

this is the right time to buy...

CBS RADIO NETWORK

2:00-2:05 NEWS
2:30-2:45 STRIKE IT RICH

From left to right.

12:00 N.	**WENDY WARREN & THE NEWS**
12:15 PM	**BACKSTAGE WIFE**
12:30 PM	**ROMANCE OF HELEN TRENT**
12:45 PM	**OUR GAL SUNDAY**
1:00 PM	**THIS IS NORA DRAKE**
1:15 PM	**MA PERKINS**
1:30 PM	**YOUNG DR. MALONE**
1:45 PM	**ROAD OF LIFE**
2:05 PM	**RIGHT TO HAPPINESS**
2:15 PM	**SECOND MRS. BURTON**

ALL-STATE
A&P
AMOCO
BUDWEISER
BUICK
CADILLAC

CHESTERFIELD
CHEVROLET
CHRYSLER
CITIES SERVICE
DAIRY CO-OP

DOANS PILLS
DOESKIN
EXLAX
FLEISCHMAN
FORD
HIT PARADE

INSTANT POSTUM
INSTANT SANKA
KROGER
LIFE MAGAZINE
LINCOLN-MERCURY

LADIES HOME JOURNAL
MANISCHEWITZ WINE
PONTIAC
R. J. REYNOLDS
SATURDAY EVENING POST

TEXACO COMPANY
WONDER BREAD
WELCH WINE
WINSTON
PLYMOUTH

DIAL SOAP
GULF GASOLINE
HEKMAN BISCUIT
McCORMICK TEA
SINCLAIR

SHELL OIL
PALL MALL
PURE OIL
ROMAN CLEANSER
WILDROOT

GET ON THE BALL!

THESE SPOT ADVERTISERS HAVE PROVEN THAT TO SELL IN THE *BIG* YOUNGSTOWN, OHIO MARKET, YOU NEED THE EXCELLENT COVERAGE, THE BIG AUDIENCE AND THE PROGRAM APPEAL THAT ONLY WFMJ RADIO CAN GIVE! IF YOUR COMPANY NAME DOES NOT APPEAR HERE, THEN BY ALL MEANS GET ON THE BALL BY CALLING HEADLEY-REED OR WFMJ STATION MANAGER, MITCH STANLEY IN YOUNGSTOWN.

A MERRY CHRISTMAS TO ALL

WFMJ
5000 WATTS FULL TIME
NBC IN YOUNGSTOWN, OHIO

our respects

LOYD CLAUNTS SIGMON

TEAMWORK is the management ingredient constantly used by Loyd Sigmon to help smooth out the lumps in the day-by-day business and program growth of KMPC Los Angeles and KSFO San Francisco, owned by Golden West Broadcasters Inc., a Gene Autry-Robert Reynolds interest.

Vice president and minority stockholder in Golden West, Mr. Sigmon is director of engineering and assistant general manager of KMPC and a radio veteran since 1929. At the present, he also spends part of his time in San Francisco helping in the development of KSFO, newly acquired by Golden West.

"There is no unimportant job in our organization," Mr. Sigmon says. "Even the porter's work is necessary to the comfort and morale of the staff and hence is important. This is true of every phase of our operation, and we try to make everyone understand why his job is important. This is teamwork, which is so essential to success."

Mr. Sigmon, as chairman of the board of the Southern California Broadcasters Assn., has instilled this spirit of unselfish cooperation in the regional broadcast promotion group to help make it one of the most aggressive and progressive such organizations within the business fraternity. An engineer before he became administrator, Mr. Sigmon developed the SCBA public alerting system known as "Sigalert" which is in use by Southern California radio-tv stations in conjunction with the Los Angeles Police Dept. and civil defense authorities.

Mr. Sigmon is the new vice president for radio of the California State Radio and Television Broadcasters Assn. and is a member of the board of the Southern California Armed Forces Electronics and Communications Assn.

"We must always be interested in public service and willing to serve where we can," Mr. Sigmon believes. "A radio station can't hope to succeed in the long run if it fails to take an active interest in the welfare of the community of which it is a member. We don't exist separate and apart."

Loyd Claunts Sigmon was born May 6, 1909, at Stigler, Okla. He went to public elementary school there and then attended Wentworth Military Academy, Lexington, Mo. It was here that he built his first amateur station licensed by the Commerce Dept. and using old tubes given him on his first visit to a radio station, WDAF Kansas City.

After Wentworth, young Sigmon studied for his electrical engineering degree at the Milwaukee School of Engineering but didn't finish because of the depression. Instead, in 1929, he went to work as engineer at WEEI Boston and continued his studies at Massachusetts Institute of Technology.

In 1936, he was named chief engineer of KCMO Kansas City and in 1941, was appointed director of engineering at KMPC. His combined engineering and administrative talents were to be found during war service from 1943-46 in the U. S. Army Signal Corps.

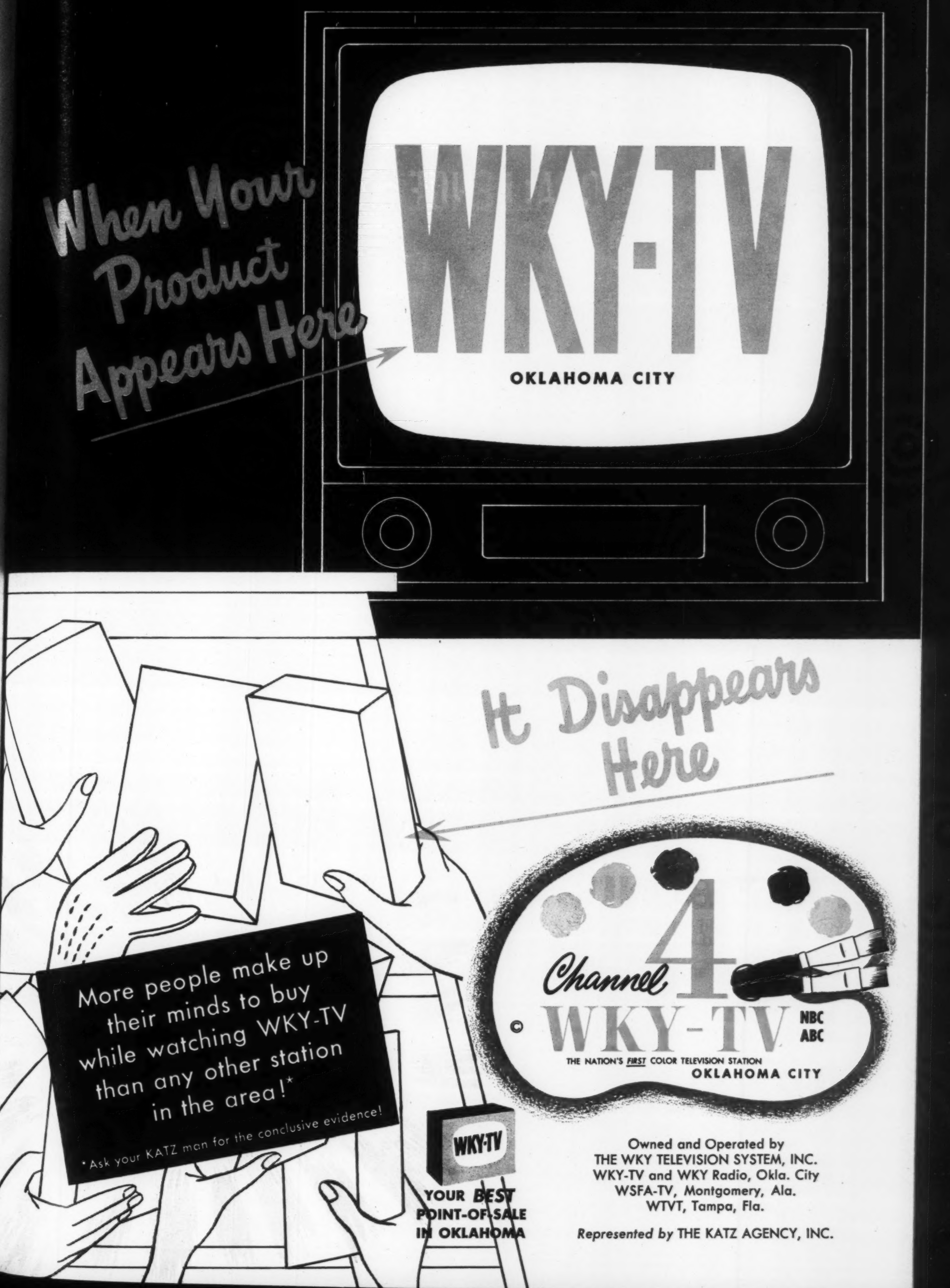
He was assigned the task of establishing Armed Forces Radio Network in England, after which he was placed in charge of all radio for ETO (except tactical and air force), supervising 3,000 men. He directed building of the 60 kw mobile transmitter-receiving station dubbed "Sigmon's Circus" or "Sigcircus" which comprised a caravan 1½ miles long when moving. This communication center served U. S. broadcasters and networks, too.

After V-E Day, he was placed in charge of radio for the Military Government of Germany under General Eisenhower. Winner of several high military honors, including the U. S. Legion of Merit and the Royal Order of the British Empire, Mr. Sigmon cherishes his honorary membership in the French Signal Corps, which he helped rebuild. He left the service as a lieutenant colonel in 1946 and returned to KMPC.

Both his administrative and engineering talents were given new recognition in 1950. KMPC promoted Mr. Sigmon to vice president and assistant general manager and his alma mater, Milwaukee School of Engineering, presented him an honorary degree for his contributions to the field of electronics.

Mr. Sigmon married Ruth Pettit of Springfield, Mo., in 1933 and they now make their home in Studio City, Calif. They have two boys, James, 19, a student at Oklahoma A & M, and David, 13. Mr. Sigmon has built a virtual communication center at home for his amateur station W6LQ (Lovely Queen) which he proudly shows to visitors.

Active in the American Legion, Mr. Sigmon also belongs to the Los Angeles Chamber of Commerce and the Los Angeles and Hollywood Advertising Clubs.


When Your Product Appears Here
WKY-TV
OKLAHOMA CITY
It Disappears Here
WKY-TV

More people make up their minds to buy while watching WKY-TV than any other station in the area!*

*Ask your KATZ man for the conclusive evidence!

YOUR *BEST* POINT-OF-SALE IN OKLAHOMA

Channel 4
© WKY-TV NBC ABC
THE NATION'S *FIRST* COLOR TELEVISION STATION
OKLAHOMA CITY

Owned and Operated by
THE WKY TELEVISION SYSTEM, INC.
WKY-TV and WKY Radio, Okla. City
WSFA-TV, Montgomery, Ala.
WTVT, Tampa, Fla.

Represented by THE KATZ AGENCY, INC.

WE CHALLENGE YOU TO MATCH THE

WST

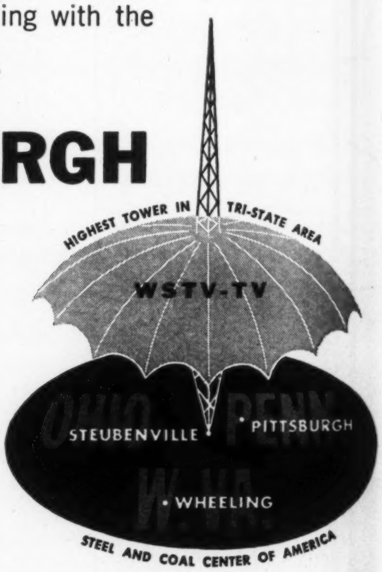
*BASED ON NIELSEN

1,045,580 TV HOMES*

in our coverage area . . . **THE STEUBENVILLE-WHEELING AND PITTSBURGH MARKETS** —richest steel and coal area in the world—4,531,600 population, ranking with the nation's 4th largest market—$7⅓ billion income—$4½ billion retail sales.

FREE BONUS OF PITTSBURGH

Our rate is based on our Steubenville-Wheeling coverage, so you get our coverage among 399,810* Allegheny County (Pittsburgh) TV homes absolutely free.


HIGHEST TOWER IN TRI-STATE AREA
WSTV-TV
OHIO
PENN.
W. VA.
STEUBENVILLE
PITTSBURGH
WHEELING
STEEL AND COAL CENTER OF AMERICA

A member
of the FRIENDLY
GROUP

WSTV-TV, WSTV-AM,
Steubenville, Ohio
WBMS-AM, Boston, Mass
WPIT-AM, Pittsburgh,
Penna.

WSTV-TV

STEUBENVILLE, OHIO

Represented by AVERY-KNODEL

CBS-ABC-CHANNEL 9 230,500 WATTS

Gen'l Mgr: John J. Laux, WSTV-TV, Steubenville, Ohio, ATlantic 2-6265 • **Nat'l Sls. Mgr:** Rod Gibson, 720 Fifth Ave., N. Y. 17, N. Y. JUdson 6-5536

ADVERTISING VALUE YOU GET ON

V-TV

COVERAGE SURVEY #2

LOWEST COST PER THOUSAND

COMPARE	TV. HOMES IN AREA*	COST OF 1 HR. AA TIME	COST OF 1 MIN. AA TIME	WEEKLY COVERAGE
WSTV-TV	1,045,580	$500	$100	552,870
Sta. B, Wheeling	424,510	500	100	226,350
Sta. C, Pittsburgh	1,218,110	2,000	500	971,790

PLUS

- Your own "Index of Advertising Effectiveness" — prepared by Richard Manville Research
- Complete directory of stores, buyers, wholesalers in WSTV-TV coverage area
- Comprehensive merchandising service — tailored to your needs

PHONE, WIRE OR MAIL COUPON FOR DETAILS TODAY

MR. JOHN J. LAUX, GEN'L MGR. WSTV-TV, STEUBENVILLE, OHIO B•T

☐ Please have your representative call.
☐ I'd like to see your new color film, "How to Make Money in the Steel Market."
☐ Send me a free copy of your "Index of Advertising Effectiveness."
☐ How can I get your DIRECTORY OF STORES, BUYERS, WHOLESALERS, ETC.?
☐ Send me your list of merchandising services.

NAME____________________ TITLE____________

COMPANY________________________

ADDRESS________________________

CITY____________ ZONE______ STATE__________

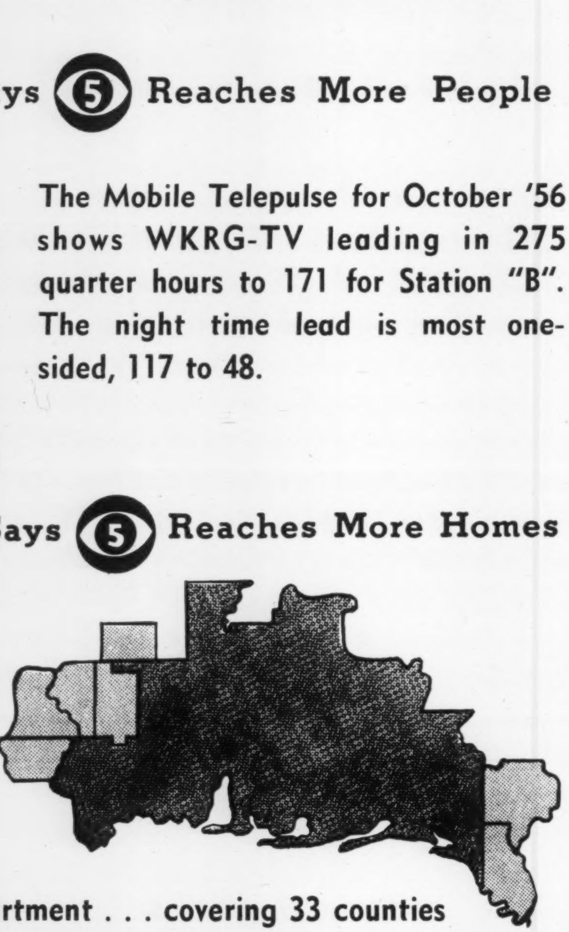
Two Mobile Ratings Say:
Take ⑤ . . . and get more!

Two brand-new television audience measurements give WKRG-TV, Channel 5, an overwhelming advantage over Station "B" in the important Mobile market.

Pulse Says ⑤ Reaches More People

The Mobile Telepulse for October '56 shows WKRG-TV leading in 275 quarter hours to 171 for Station "B". The night time lead is most one-sided, 117 to 48.

Nielsen Says ⑤ Reaches More Homes

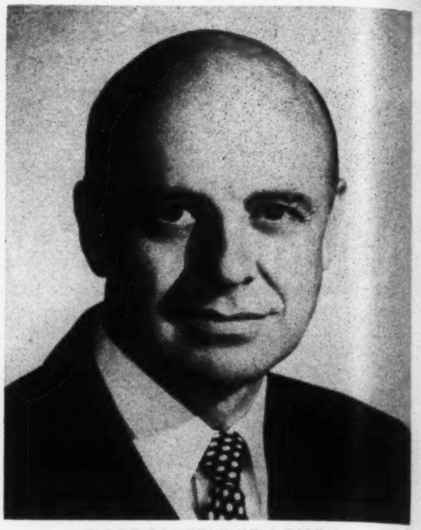


The 1956 Nielsen Coverage Service shows WKRG-TV leading in every department . . . covering 33 counties to 26 for Station "B", with 45,000 extra homes in Channel '5's NCS area.

So, to sell Mobile, 'Take 5' and Sell More!

WKRG-TV CBS Ch. 5

Representatives: Avery-Knodel



GORDON FENNIEN BUCK

on all accounts

SINCE the days when he sold outdoor advertising and produced radio serials in Texas more than 20 years ago, Gordon Buck, vice president and media director of Foote, Cone & Belding, Chicago, has had a keen interest in all media facets. At FC&B, his current assignment is to administer and organize responsibility and to develop integrated planning functions for major account groups.

Born in Evanston, Ill., on May 10, 1908, Gordon Fennien Buck worked at the suburban Winnetka Trust & Savings Bank as teller, savings department manager, and stock broker from 1926 to 1932. He took a general business course at U. of Illinois two years and also attended American Institute of Banking and U. of Chicago. Mr. Buck then joined Outdoor Service (branch of Erwin, Wasey), North Texas Adv. Co., handling market research interviews and outdoor advertising sales. He wrote and produced *Dan Dunn* on WFAA Dallas and *Park Place Rhythm* on KFJZ Ft. Worth.

In 1935, Mr. Buck turned to research analysis with International Business Machines Corp., and, among other activities, developed market research applications, including A. C. Nielsen Audi-Meter tabulating procedures. He participated in the beginning and development of Industrial Surveys Corp. (now Market Research Corp.), serving as executive vice president-director.

Mr. Buck set up his own firm, Audience Service Co., in 1945 and later was manager of Area Surveys Div. for C. E. Hooper Inc.

Since joining Foote, Cone & Belding 10 years ago, Mr. Buck has successively been research director, manager of media analysis, account executive, business manager for operating committee, executive assistant to President Fairfax M. Cone and assistant general manager. He was appointed to his present post last September.

Mr. Buck is married to the former Mildred Payne. They live in Glencoe (Ill.) and have four children—Gordon Jr., 22; Bill, 18; Carol, 14, and Catherine, 10. He is a member of AAAA's Central Region Agency-Educator Committee and secretary-treasurer of AAAA's Chicago Council Board of Governors.

COVER as much as 80%

OF MICHIGAN'S 9½ BILLION DOLLAR MARKET

SAVE up to 15%

BY USING 2 OR MORE KNORR STATIONS

Want to cover a great big 80% of Michigan's 9½ billion dollar market? Want to save a great big 15% in the process? You can . . . and *most effectively* with Knorr Broadcasting Corporations 4 powerful community stations. Here, in a 15 county area, News-Music-Sports loving listeners keep their radios tuned to the stations that offer the most of what they want most! And, Knorr stations are, by actual survey, the best dollar buys in each of their 4 rich markets.

- **BUY ALL 4 STATIONS, SAVE 15%**
- **BUY ANY 3 STATIONS, SAVE 10%**
- **BUY ANY 2 STATIONS, SAVE 5%**

WKMH
DEARBORN-DETROIT

WKMF
FLINT, MICHIGAN

WKHM
JACKSON, MICHIGAN
Jackson Television & Broadcasting Corp

WSAM
SAGINAW, MICHIGAN

The Community Stations

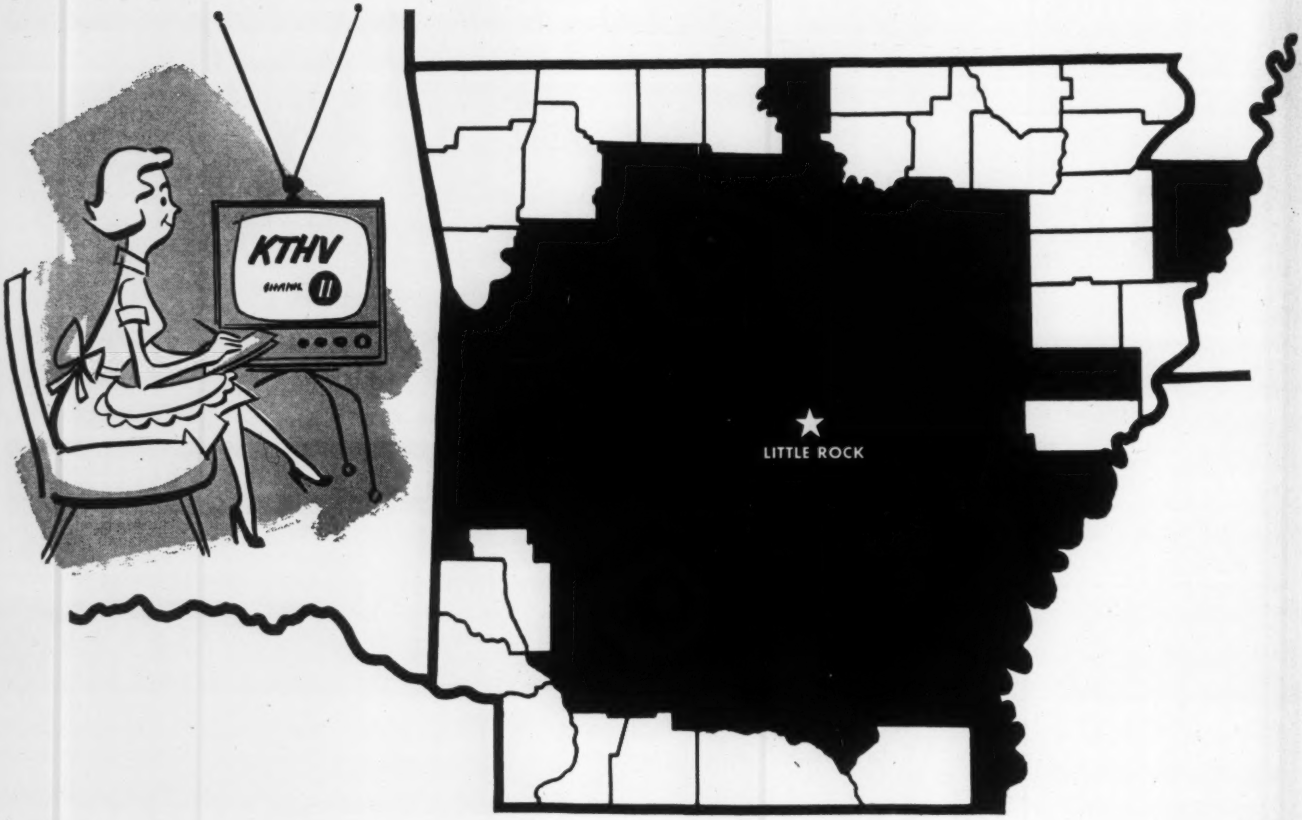
Represented by Headley-Reed

KNORR BROADCASTING CORP.

Most of Arkansas Watches

KTHV Channel 11 LITTLE ROCK

(and we have the MAIL to prove it!)



KTHV *gets viewing response* from most of Arkansas — 47 counties to be exact! Take a good look at the mail map above. Notice that KTHV penetrates to all six surrounding states — and actually pulls mail from viewers in Mississippi, Missouri, Oklahoma and Texas.

With 316,000 watts on Channel 11 and with tallest antenna in the Central South (1756′ above average terrain) KTHV *sells* most of Arkansas.

Your Branham man has all the *big* KTHV facts. Ask him!

CBS

316,000 Watts .... Channel 11

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK AND KWKH, SHREVEPORT

BROADCASTING
TELECASTING

Vol. 51, No. 23 DECEMBER 3, 1956

THE TOP 40 AGENCIES IN 1956 RADIO-TV

Rank	Agency	Combined Radio-Tv Billing	Radio Only	Tv Only	Am-Tv Share of Overall Billing	Comparison with 1955
1.	YOUNG & RUBICAM	$82	$ 8	$74	40%	+$10
2.	BBDO	80	10	70	40%	+ 20
3.	MCCANN-ERICKSON	76.4	9.9	66.5	35%	+ 16.4
4.	J. WALTER THOMPSON	70	10	60	33⅓%	+ 12
5.	TED BATES	55	6	49	65%	+ 18
6.	BENTON & BOWLES	53.8	3.1	50.7	60%	+ 14.8
7.	LEO BURNETT	43	5	38	60%	+ 0.9
8.	WILLIAM ESTY	40	6	34	50%	+ 1
9.	DANCER-FITZGERALD-SAMPLE	37.5	6.5	31	52%	+ 7.5
10.	KENYON & ECKHARDT	35.6	4.5	31.1	55%	+ 1.1
11.	FOOTE, CONE & BELDING	32.5	7	25.5	35%	+ 12
12.	COMPTON ADV.	31.9	2.3	29.6	50%	+ 6.4
13.	N. W. AYER & SON	28	10	18	25%	+ 7
14.	SULLIVAN, STAUFFER, COLWELL & BAYLES	24.5	4.4	20.1	60%	+ 6.7
15.	CAMPBELL-EWALD	21	4	17	25%	+ 7
	LENNEN & NEWELL	21	1.5	19.5	50%	+ 1
17.	RUTHRAUFF & RYAN	15	4	11	50%	— 0.5
18.	CUNNINGHAM & WALSH	14.5	2.8	11.7	30%	— 2.5
19.	CAMPBELL-MITHUN	14	1	13	45%	*
	D'ARCY ADV.	14	3	11	22%	+ 4
	GRANT ADV.	14	2.5	11.5	20%	+ 2.9
	MAXON INC.	14	1	13	40%	same
23.	TATHAM-LAIRD	$13.8	$ .6	$13.2	60%	+ $1.6
24.	KUDNER AGENCY	13	4	9	35%	— 1
25.	NEEDHAM, LOUIS & BRORBY	12	2.5	9.5	37%	same
26.	GEOFFREY WADE ADV.	11	2	9	85%	same
	GREY ADV.	11	2.2	8.8	30%	+ 3
28.	BRYAN HOUSTON	10.8	1.3	9.5	50%	+ 1
29.	NORMAN, CRAIG & KUMMEL	9.6	2.6	7	30%	+ 3.6
30.	NORTH ADV.	9	1	8	80%	*
31.	GEYER	8	2	6	30%	+ 1
	ERWIN, WASEY	8	2	6	25%	same
33.	EMIL MOGUL	7.5	2.5	5	45%	*
34.	MACMANUS, JOHN & ADAMS	7	1.5	5.5	22%	— 1.5
	RUSSEL M. SEEDS	7	1.5	5.5	40%	*
	EARLE LUDGIN	7	.8	6.2	55%	+ 0.7
37.	DOHERTY, CLIFFORD, STEERS & SHENFIELD	6.7	1.2	5.5	50%	+ 0.7
38.	WARWICK & LEGLER	6.2	1.3	4.9	40%	+ 0.5
39.	RAYMOND SPECTOR	5.6	1	4.6	95%	*
40.	HARRY B. COHEN	5.5	1.2	4.3	50%	*

[*All dollar figures in millions*]

* Not listed in 1955.

• Young & Rubicam, with $82 million, ranks first for third year

• Together, top 40 placed $964 million of U.S. broadcast total

THIS is the fifth of B•T's annual surveys to determine how much the nation's leading agencies billed in broadcast media during the year. The estimates were prepared by a staff under the direction of agency editor Florence Small.

FOR the third year in succession Young & Rubicam in 1956 led the nation's advertising agencies in combined radio and television billing with an expenditure of $82 million, a $10 million increase over its 1955 total, according to B•T's fifth annual analysis of the broadcast billings of the major agencies.

BBDO, tied with McCann-Erickson for second place in 1955, achieved undisputed runner-up status this year with radio-tv billing amounting to $80 million, an advance of $20 million over its 1955 estimate.

McCann-Erickson swelled its am-tv total by $16.4 million over its 1955 aggregate to register a billing figure this year of $76.4 million.

J. Walter Thompson Co. held its fourth-ranking position in 1956 with a combined radio-tv outlay of $70 million, a rise of $12 million over its last year's compilation.

Ted Bates supplanted Leo Burnett in fifth place with an $18 million escalation that raised its 1956 total to $55 million.

The remaining leaders to comprise the big ten in radio-tv billings in 1956 were: Benton & Bowles, $53.8 million; Leo Burnett, $43 million; William Esty, $40 million; Dancer-Fitzgerald-Sample, $37.5 million; Kenyon & Eckhardt, $35.6 million.

The cumulative billing of the 40 advertising agencies included in B•T's survey this year amounted to $963.8 million. In 1955 the review embraced 36 agencies with a billing aggregate of $812.5 million.

In the "television only" category this year, Young & Rubicam repeated its dominance with a check-out figure of $74 million. This was $14 million more than the agency's 1955 estimate. BBDO took over second place in that department from J. Walter Thompson with a year-end total of $70 million. McCann-Erickson finished third with tv expenditures of $66.5 million, followed by J. Walter Thompson with $60 million, and Benton & Bowles, $50.7 million.

Three agencies share supremacy in "radio only" billing, supplanting *en masse* the previously unbroken dominance of Dancer-Fitzgerald-Sample in that medium. The triple winners of 1956, each with a radio outlay of $10 million, are BBDO, N. W. Ayer & Son and J. Walter Thompson. D-F-S finished seventh this year, although significantly it raised its combined billing by $7.5 million, symbolizing the vastly increased trend of national accounts to television.

In all, 19 of the 40 agencies in the survey reported decreases in radio billing; 10

of the 40 registered advances, with the remainder substantially holding the line.

One formidable newcomer joined the listings this year with the establishment of North Adv., representing the imposing Toni account among others. Its entry was balanced, however, by the dissolution of the Biow Co., known in its latter phase as Biow-Beirn-Toigo. Last year the agency placed tenth in the B•T survey; in 1956 its $30 million billing scattered widely over the field, accounting importantly for the gains marked up by many of its previous rivals.

In general, however, the dramatic increase among agencies in tv billings is a reflection of the advanced budgets of going advertisers rather than a result of the infusion of new accounts. In an industry where the exceptional is commonplace, tv in 1956 was remarkable for the increase in spending of established clients.

Following is a detailed summary of the activity this year in each of the 40 leading agencies.

As in previous years, the computations represent expenditures for time and talent in both network and spot. The estimate in each case is based on information received directly from the agency involved.

YOUNG & RUBICAM: Combined radio-tv billing: $82 million; $74 million in television, $8 million in radio. Radio-tv share of overall billng: 40%.

Still the industry's number one radio-tv agency, Y&R increased its broadcast billing by $10 million over last year. The gain might be credited to Kaiser Aluminum & Chemical Corp.'s entry into television with the high-budgeted *Kaiser Aluminum Hour* on NBC-TV, and a swelled General Foods Corp. advertising budget that was felt in both daytime and nighttime television. Though it lost Elgin Watch Co. to J. Walter Thompson Co., Elgin at one time last season being a cosponsor of Ed Murrow's *Person-to-Person* on CBS-TV, Y&R returned to this program with Time Inc.'s alternate-week backing of the interview program.

General Electric Co. stayed with the alternate-week *20th Century-Fox Hour*, Johnson & Johnson with *Adventures of Robin Hood* (alternating with the Wildroot Co.), and Lincoln Div., Ford Motor Co., with the *Ed Sullivan Show*. Singer Sewing Machine Co. joined the sponsor-roster of *Playhouse 90*, along with Bristol-Myer's Bufferin (also Y&R), P. Lorillard Co.'s Kent, out of *Appointment with Adventure*, kept its toehold in tv with alternate-week sponsorship of *The $64,000 Challenge;* Remington-Rand's electric shaver division stayed with *What's My Line?*—all on CBS-TV; Borden Co., out of *Justice*, stayed with tv as alternate-week sponsor of *The People's Choice*, both NBC-TV as did Procter & Gamble with *The Lineup* on CBS-TV.

In the spot announcement field, there was stepped-up activity in both radio-tv, ranging from Piel Bros. beer to Thomas J. Lipton tea and soup, from Personal Products Corp. on tv to Metropolitan Life Insurance Co. on radio.

BATTEN, BARTON, DURSTINE & OSBORN: Combined radio-tv billing: $80 million; $70 million in television, $10 million in radio. Radio-tv share of overall billing: 40%.

BBDO rates the No. 2 spot for the second consecutive year, with broadcast billing up $20 million over last year's compilation, due in part to the following combination of circumstances: assignment of the Republican National Committee broadcasts during the past presidential election year; the acquisition of a sizeable portion of Revlon billings (formerly assigned to Norman, Craig & Kummel); the recovery of Pfeiffer Brewing Co. (Jacob Schmidt Brewery) which BBDO had lost to Maxon Inc. in April 1955; the introduction of American Tobacco Co.'s newest filter brand, Hit Parade cigarettes, and the addition of new shows to its program roster plus a general growth in budget for most radio-tv accounts. BBDO lost Trans World Airlines to Foote, Cone & Belding and, following acquisition of Philco Corp., effective Jan. 1, 1957, was forced to resign Zenith Radio Corp. and Easy Washing Machine Corp. to Earle Ludgin. Neither were network sponsors.

This past summer, BBDO picked up the Foremost Dairy account from Guild, Bascom & Bonfigli, and earlier in the year acquired Eagle Pencil Co. from the former Biow Co. In another loss, E. I. DuPont de Nemours took part of its billing from BBDO and assigned it to N. W. Ayer.

BBDO's network showsheet looks like this: American Radiator & Standard Sanitary Corp. (*Sunday Color Spread* spectaculars); American Tobacco Co. (*Jack Benny Program, Private Secretary* on CBS-TV, *Hit Parade* on NBC-TV); Armstrong Cork Co. (*Armstrong Circle Theatre* on NBC-TV); Bristol-Myers' Ban deodorant (*Playhouse 90* on CBS-TV); Campbell Soup Co. and Lever Bros. (*On Trial* on NBC-TV); DeSoto Div., Chrysler Corp (*You Bet Your Life*, NBC radio-tv); DuPont (*DuPont Cavalcade Theatre* on NBC-TV); General Electric Co. (*General Electric Theatre*, on CBS-TV, though out of NBC-TV's *Medic* and into ABC-TV's *Cheyenne* and *Conflict*); General Mills (*Arthur Godfrey Show* on CBS-TV); Revlon (*$64,000 Question* on CBS-TV); U. S. Steel Corp. (*U. S. Steel Hour* on CBS-TV); Vick Chemical Co. (*The Big Story* on NBC-TV); Wildroot Co. (*Adventures of Robin Hood* on CBS-TV).

McCANN-ERICKSON: Combined radio-tv billing: $76.4 million; $66.5 million in television, $9.9 million in radio. Radio-tv share of overall billing: 35%.

Despite sizeable additions to its client roster this year, including such acquisitions as Coca-Cola Co. from D'Arcy, and Chesterfield (Liggett & Myers) from Cunningham & Walsh, McC-E lost its toehold on last year's No. 2 spot (for which it tied with BBDO), to register third in 1956 among the leading radio-tv agencies. Its combined broadcast billing gain was $16.4 million (as against BBDO's $20 million jump). Achieving an increase of $17 million in tv billing alone, and dropping a little over $500,000 in radio, McCann's broadcast profile showed the following broad outlines.

Bulova Watch made its initial tv program

THE TOP 10 AGENCIES IN 1956 TV BILLING

Rank	Agency	1956 Billings	1955 Billings	Gain or Loss from 1955
1.	YOUNG & RUBICAM	$74	$60	+14
2.	BBDO	70	49.5	+20.5
3.	MCCANN-ERICKSON	66.5	49.5	+17
4.	J. WALTER THOMPSON	60	53	+ 7
5.	BENTON & BOWLES	50.7	35	+15.7
6.	TED BATES	49	30	+19
7.	LEO BURNETT	38	36.3	+ 1.7
8.	WM. ESTY	34	35	— 1
9.	KENYON & ECKHARDT	31.1	30	+ 1.1
10.	D-F-S	31	17	+14

THE TOP 10 AGENCIES IN 1956 AM BILLING

Rank	Agency	1956 Billings	1955 Billings	Gain or Loss from 1955
1.	BBDO	$10	$10.5	— .5
2.	N. W. AYER & SON	10	10	same
3.	J. WALTER THOMPSON	10	5	+5.0
4.	MCCANN-ERICKSON	9.9	10.5	— .6
5.	YOUNG & RUBICAM	8.0	12.0	—4.0
6.	FOOTE, CONE & BELDING	7	3.5	+3.5
7.	D-F-S	6.5	13.0	—6.5
8.	TED BATES	6	7	—1.0
9.	WM. ESTY	6	4	+2.0
10.	LEO BURNETT	5	5.8	— .8

plunge with this season's *Jackie Gleason Show* on CBS-TV; Esso Standard Oil not only expanded its *Esso Reporter* station lineup but went into regional syndicated tv film programs with the *Golden Esso Theatre;* Coca-Cola continued the *Eddie Fisher Show* on NBC-TV (which it will drop for local spot) and added *Mickey Mouse Club* on ABC-TV; Swift & Co. ventured into ABC-TV's *Disneyland;* Chesebrough-Ponds sponsored *Adventures of Jim Bowie* also ABC-TV; Chrysler Corp. stayed with CBS-TV's *Climax-Shower of Stars,* though it dropped NBC-TV's *It's a Great Life;* Donahue Sales Corp. (Talon zippers) bought into NBC-TV's "T-H-T" lineup; John Hancock Mutual Life Insurance Co. participated in an occasional *Producers' Showcase* on NBC-TV; Lehn & Fink participated in *Queen for a Day* on the same network; Mennen Co. picked up *High Finance* on CBS-TV which it will drop next month, and Westinghouse Electric Corp. stayed with CBS-TV's *Studio One* throughout the year (including summer, when it added the CBS-TV and CBS-Radio election package for $5 million plus, including the short-lived *Pick The Winner*). The year also was marked at McCann with a sharp increase in use of spot, affecting a good 40% of its client roster.

J. WALTER THOMPSON, Combined radio-tv billing: $70 million; $60 million in television, $10 million in radio. Radio-tv share of overall billing: 33⅓%.

In fourth place for the second consecutive year, with combined billing up $12 million over last year, the big spenders at JWT once again were Kraft Foods (NBC-TV's *Kraft Television Theatre,* NBC-TV daytime strips and MBS' *Five Star News*); Eastman Kodak (*Screen Directors Playhouse* on NBC-TV early in year, later switching to ABC-TV's *Ozzie and Harriet*); Scott Paper Co. (out of *Omnibus,* but retaining ABC-TV's *Father Knows Best* for the 1956-57 season); Ford Motor Co. dealer co-op and advertising associations (*Tennessee Ernie Ford* on NBC-TV and *Ford Star Jubilee* on CBS-TV); Lever Bros Co. (*Lux Video Theatre* on NBC-TV); Aluminum Ltd. (remaining with *Omnibus* on ABC-TV); Johns Manville Corp. (*Meet The Press* on ABC-TV); Pan-American World Airways (out of *MTP,* but into CBS-TV's *See It Now,* effective Jan. 1); Sylvania Electric Products (out of *Beat The Clock,* into *The Buccaneers* both CBS-TV). JWT's most active spot users are: Harold F. Ritchie Co. (Scott's Emulsion), Ford Motor Co. (network & spots), Chun King Sales Co. (chow mein), Lever Bros. Co., J. B. Williams & Co., and the Mentholatum Co. (the latter network as well as spot). Its biggest acquisition during year: Joseph Schlitz Brewing Co., which it inherited—along with CBS-TV's *Schlitz Playhouse of Stars* shortly before Biow Co. closed its doors.

TED BATES & CO: combined radio-tv billing: $55 million; $49 million in television, $6 million in radio. Radio-tv share of overall billing: 65%.

With an increase of $18 million of overall broadcast billing accounted for the past year, Bates surged ahead in both network and spot placement for toiletries and household products. In early spring, the agency picked up Biow Co.'s Whitehall Pharmacal Co. and, in the autumn, got two more Colgate-Palmolive accounts, Vel and Fab, which had been serviced by William Esty Co. It lost an active daytime tv and nightime radio client when CBS Inc. suspended its CBS-Columbia manufacturing affiliate, but more or less compensated for this loss by seeing its American Chicle budget increase (*Adventures of Jim Bowie* on ABC-TV, *Caesar's Hour* on ABC-TV last season and during the summer, as well as regional sponsorship of syndicated tv film programs).

Whitehall became quite active toward the middle of the year, with *Sir Lancelot* on ABC-TV, *Love of Life* and *Douglas Edwards and the News* on CBS-TV and Standard Brands enlarged its expenditures on the *Arthur Godfrey Show* on CBS-TV and *Queen for a Day* on NBC-TV; Anahist went in heavy for spot; Brown & Williamson Tobacco Co.'s Kool did likewise with the introduction of filtered Kools; Viceroys, over and beyond spot, stayed in the slot formerly held by *NBC Comedy Hour* by participating in its replacement, the current *Steve Allen Show.* Other spot users: Hawley & Hoops (M&N candies), Dromedary cake mixes, and Minute Maid Corp.

BIOW'S LEGACIES

BIOW Co. provided the advertising history of 1956 with what was unmistakably one of its major events, and probably its major disaster, by closing its doors after 38 years. The Biow accounts were dispersed as follows:

To J. Walter Thompson Co., the Jos. Schlitz Brewing Co.; to Lennen & Newell, Benrus Watch and Armstrong Rubber Co.; to Ted Bates, Whitehall Pharmacal Co. (American Home Products); to Joseph Katz Co., Bond (clothing) Stores Inc. (with Compton Adv., San Francisco, getting Bond for the Western U. S. as well as Langendorf United Bakeries); to Kenyon & Eckhardt, Pepsi-Cola Co.; to N. W. Ayer & Son, Philip Morris Co.; to Grey Adv., the Procter & Gamble accounts (Fluffo, Lilt); to Warwick & Legler, Jacob Ruppert Breweries; to Anderson & Cairns, Julius Wile & Sons (wines, liquors) and Seeman Bros. (tea, groceries, other specialties), and to Norman Craig & Kummel, Hudson Pulp & Paper Co.

BENTON & BOWLES: combined radio-tv billing: $53.8 million; $50.7 million in television, $3.1 in radio. Radio-tv share of overall billing: 60%.

Though Benton & Bowles acquired a rash of new accounts at the close of 1955 (Studebaker, Western Union, Florida Citrus Commission, Grove Labs, etc.), the bulk of their broadcast billing did not actually register until this calendar year, which goes to explain the $14.8 million jump in radio-tv activity for 1956 over last year's total broadcast billing figure of $39 million.

For B&B, this was an active year in "introductory spot campaigns" for such clients as Philip Morris Co. (*new* Parliaments in flip-top box), Procter & Gamble Co. (Zest, Crest and Pink Camay) and S. C. Johnson & Son (Glade furniture polish). Though the agency bowed out of several network programs (*TV Readers Digest* for Studebaker on ABC-TV, *MGM Parade* on ABC-TV, and *It's Always Jan* on CBS-TV, both for General Foods, and *Concerning Miss Marlowe* for P&G), it picked up four new shows: *West Point* and *Dick Powell's Zane Grey Theatre* for General Foods, and *As The World Turns* and *Edge of Night,* two daytime serials for Procter & Gamble, all CBS-TV.

B&B also placed participations for Instant Maxwell House on the *77th Bengal Lancers* tv adventure show, continued for P&G in *This Is Your Life* and for Johnson's Wax on *Robert Montgomery Presents,* all on NBC-TV. It again staged a special "circus spectacular" for GF on CBS-TV. One of its final coups in 1956 was to pick up the balance of the Studebaker-Packard Corp. account (Packard Motors Div.) from D'Arcy.

LEO BURNETT: Combined radio-tv billing: $43 million; $38 million in television, $5 million in radio. Radio-tv share of overall billing: 60%.

After gaining nearly $9 million in broadcast billing in 1955, Burnett this year added a $900,000 increase, due not so much to new accounts (e.g. Eastside Brewery from Warwick & Legler: Jif Camay from Benton & Bowles and two new P&G product assignments, and Franco-American Div. of Campbell Soup Co. from D-F-S) as to increased activity on behalf of its old clients. Marlboro (Philip Morris), for example, went from a heavy spot announcement schedule to sponsorship of regional professional football games and into participating sponsorship on *Playhouse 90;* Kellogg added *Name That Tune* to its roster which already included *Lassie;* P&G launched *The Brothers,* a new situation comedy, and Franco-American bought some segments of the daytime *Garry Moore Show,* all on CBS-TV.

WILLIAM ESTY: Combined radio-tv billing: $40 million; $34 million in television, $6 million in radio. Radio-tv share of overall billing: 50%.

Registering an increase of $1 million this year (as against the 1954-55 gain of $8 million) in broadcast billing, Esty in 1956 was again most occupied with its R. J. Reynolds Tobacco Co. account. Continuing a heavy push for filtertip Winstons, it launched an introductory campaign for Salems, a menthol-tipped brand, in the spring. On network, Reynolds was represented on the *Phil Silvers Show,* and *I've Got a Secret*—both CBS-TV, *Wire Service* on ABC-TV, *The Crusader* on CBS-TV and *People Are Funny* on NBC-TV.

At the end of this month, Esty will abdicate the Colgate-Palmolive account, still giving it credit for the past year on behalf of Vel, Fab, Rapid Shave and Brisk. Towards the end of the year, Thomas Leeming-Pacquin will spend their total advertising al-

TOP RANKING RADIO-TV AGENCIES, 1952-1955*

1952

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
1.	BBDO	$40	$13.5	$26.5
2.	YOUNG & RUBICAM	36	12	24
3.	BENTON & BOWLES	30	10.5	19.5
	BIOW CO.	30	10.5	19.5
5.	WILLIAM ESTY & CO.	28	10	18
6.	J. WALTER THOMPSON	27	13.5	13.5
7.	DANCER-FITZGERALD-SAMPLE	26	17.5	8.5
8.	MCCANN-ERICKSON	25	8.7	16.3
9.	FOOTE, CONE & BELDING	20	10	10
10.	LEO BURNETT	18	9	9
11.	LENNEN & NEWELL	15	3	12
	TED BATES	15	6	9
13.	KENYON & ECKHARDT	14.5	5.5	9
14.	N. W. AYER & SON	12	6	6
15.	MAXON INC.	11	4.4	6.6
16.	SULLIVAN, STAUFFER, COLWELL & BAYLES	10	4	6
	CUNNINGAM & WALSH	10	4	6
18.	NEEDHAM, LOUIS & BRORBY	8	3	5
	CECIL & PRESBREY	8	3.6	4.4
	COMPTON ADV.	8	4.5	3.5
21.	SHERMAN & MARQUETTE	7.5	2.5	5
	RUTHRAUFF & RYAN	7.5	3.2	4.3
23.	CAMPBELL-EWALD	7	1.8	5.2
	D'ARCY ADV.	7	3.5	3.5
	WARWICK & LEGLER	7	3	4
	WARD WHEELOCK CO.	6	3.5	2.5
27.	HARRY B. COHEN CO.	4.5	1.8	2.7
28.	WILLIAM WEINTRAUB	4	2	2
29.	ERWIN, WASEY & CO.	3.5	1.5	2
30.	FULLER & SMITH & ROSS	3.4	.9	2.5

*B•T's annual surveys, which began in 1952, have increased in scope with the increase in broadcast billings and with refinement of the survey technique. These facts account for the increased number of agencies in each year's surveys. All figures are in millions of dollars.

1953

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
1.	BBDO	$49.5	$14.5	$35
2.	YOUNG & RUBICAM	49	15	34
3.	J. W. THOMPSON CO.	35	13.5	21.5
4.	BENTON & BOWLES	32	11.8	20.2
	BIOW CO.	32	8	24
6.	WILLIAM ESTY & CO.	29	8	21
7.	DANCER-FITZGERALD-SAMPLE	27	18	9
8.	MCCANN-ERICKSON	25.5	8	17.5
9.	TED BATES & CO.	24	6	18
	LEO BURNETT CO.	24	7.2	16.8
11.	FOOTE, CONE & BELDING	18	8	10
	LENNEN & NEWELL	18	4	14
13.	KENYON & ECKHARDT	15.2	5.6	9.6
14.	KUDNER AGENCY	15	4.8	10.2
15.	CUNNINGHAM & WALSH	14	4	10
	MAXON INC.	14	4.2	9.8
17.	N. W. AYER & SON	13.4	6.5	6.9
18.	SULLIVAN, STAUFFER, COLWELL & BAYLES	13	3	10
19.	COMPTON ADV.	12.5	5	7.5
20.	NEEDHAM, LOUIS & BRORBY	11	4.5	6.5
	SHERMAN & MARQUETTE	11	3.5	7.5
22.	GEOFFREY WADE	10	6.5	3.5
	RUTHRAUFF & RYAN	10	5	5
24.	CECIL & PRESBREY	9.5	1.5	8
25.	CAMPBELL-EWALD	8.5	1.8	6.7
26.	WARWICK & LEGLER	7	1.5	5.5
27.	D'ARCY ADV.	6.5	2.5	4
28.	DOHERTY, CLIFFORD, STEERS & SHENFIELD	6	1.5	4.5
	FULLER & SMITH & ROSS	6	1.5	4.5
	MACMANUS, JOHN & ADAMS	6	2	4
	WARD WHEELOCK CO.	6	2.5	3.5
	WEISS & GELLER	6	2	4

locations in spot radio, giving that medium a boost. Other Esty campaigns were those for P. Ballantine & Sons (Ziv's *Highway Patrol* in regional markets) and National Carbon Co. (Prestone antifreeze in spot announcement drives).

DANCER-FITZGERALD-SAMPLE: Combined radio-tv billing: $37.5 million; $31 million in television, $6.5 million in radio. Radio-tv share of overall billing: 52%.

Last year's pace setter in radio billing among the top 36 agencies, D-F-S this year saw its radio billing drop to one-half of last year's $13 million. However, its $7.5 gain in total broadcast billing—due in the main enlarged tv allocations on behalf of such clients as General Mills, P&G, Falstaff Brewing Co., American Chicle and Nestle Co.—was achieved to a considerable extent by the acquisition of Liggett & Myers Tobacco Co's L&M filter cigarette from Cunningham & Walsh. L&M stayed with *Gunsmoke* and joined Frigidaire as an alternate-week sponsor on *Do You Trust Your Wife?* both on CBS-TV. B. T. Babbitt participated in last season's Monday night *Caesar's Hour* on ABC-TV; American Chicle stayed through the usual summer hiatus on Mr. Caesar's replacement program, the *Ernie Kovacs Show*, and Dentyne entered the syndicated tv film field in selected spot markets. General Mills stayed with daytime tv, and Falstaff again pursued the sporting events.

KENYON & ECKHARDT: Combined radio-tv billing: $35.6 million; $31.1 million in television, $4.5 million in radio. Radio-tv share of overall billing: 55%.

With a gain of $1.1 million in broadcast billing, K&E this year gained Blatz Beer from Norman, Craig & Kummel, Lever Bros. Co.'s Spry from Foote, Cone & Belding, Pepsi-Cola from the defunct Biow Co., and stepped up the tv activity of RCA Whirlpool by placing it in NBC's radio-tv election "package" plus NBC-TV's *Saturday Spectaculars.* It lost (effective Dec. 31) the Warner-Lambert Hudnut division (to SSC&B and NC&K), and with it, the forthcoming billing on *Your Hit Parade* on NBC-TV.

Also lost: Mennen Co. to McCann-Erickson and Grey Adv. (*Wednesday Night Fights* on ABC-TV-Radio and *High Finance* on CBS-TV). Though Ford dropped out of NBC-TV's *Producers' Showcase*, its Mercury Div. and Lincoln-Mercury Dealers Assn. stayed with the *Ed Sullivan Show* on CBS-TV. In spot, Mercury blanketed the country for its 1957 model, a yearly appropriation which was larger this fall than last.

FOOTE, CONE & BELDING: Combined radio-tv billing: $32.5 million; $25.5 million in television, $7 million in radio. Radio-tv share of overall billing: 35%.

The agency this year bolstered its radio-tv billing by an estimated $12 million. A good part of this was due to the acquisition of Trans-World Airlines (heavy spot radio), the big Pepsodent drive, purchase of MCA-TV Ltd.'s *Rosemary Clooney Show* for Clairol, introduction of Firestone's newest auto tire (via a special ABC-TV *Voice of Firestone* spectacular), Hallmark Card Co. (*Hallmark Hall of Fame* spectaculars), and Armour & Co.'s Dial soap (*George Gobel Show* — all on NBC-TV — and *Danny Thomas Show* with Kleenex on ABC-TV).

Among FC&B's losses this year: International Latex (resigned to Reach, Yates & Mattoon), Lever Bros.' Spry (to Kenyon & Eckhardt). Still active: Liebmann Breweries (Rheingold beer), Paper-Mate Div. of Gillette Co., International Cellucotton Products Co. (Kleenex).

COMPTON ADV.: Combined radio-tv billing: $31.9 million; $29.6 million in televi-

1954

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
1.	YOUNG & RUBICAM	$60	$15	$45
2.	BBDO	59	13	46
3.	J. WALTER THOMPSON CO.	50	12	38
4.	MCCANN-ERICKSON	46	9	37
5.	BIOW CO.	33.4	5.6	27.8
6.	LEO BURNETT CO.	33.3	6	27.3
7.	WM. ESTY CO.	31	5	26
8.	BENTON & BOWLES	29.2	8.4	20.8
9.	DANCER-FITZGERALD-SAMPLE	28.5	15.5	13
10.	TED BATES & CO.	27.5	7	20.5
11.	KENYON & ECKHARDT	22.5	7.5	15
12.	COMPTON ADV.	22.3	5.5	16.8
13.	FOOTE, CONE & BELDING	22	5.5	16.5
14.	LENNEN & NEWELL	20	4	16
15.	N. W. AYER & SON	18	7.5	10.5
16.	CUNNINGHAM & WALSH	16	3.5	12.5
17.	KUDNER	14	2.6	11.4
	MAXON INC.	14	3	11
19.	SULLIVAN, STAUFFER, COLWELL & BAYLES	13.8	3.8	10
20.	RUTHRAUFF & RYAN	13	4	9
21.	NEEDHAM, LOUIS & BRORBY	11.9	3.6	8.3
22.	BRYAN HOUSTON INC.	11.5	4	7.5
23.	GEOFFREY WADE	11	7	4
24.	CAMPBELL-EWALD	10	2.2	7.8
	WEISS & GELLER	10	2	8
26.	TATHAM-LAIRD	9.5	1	8.5
27.	D'ARCY	8	3.5	4.5
	ERWIN, WASEY	8	3	5
29.	MACMANUS, JOHN & ADAMS	7	.5	6.5
30.	DOHERTY, CLIFFORD, STEERS & SHENFIELD	6	2.2	3.8
	GEYER INC.	6	2	4
32.	FULLER & SMITH & ROSS	5.7	.5	5.2
33.	GRANT ADV.	5.5	1.5	4
	WARWICK & LEGLER	5.5	1.3	4.2
35.	GREY ADV.	5.1	1.5	3.6
36.	HARRY B. COHEN	5	2	3

1955

Rank	Agency	Combined Radio-Tv	Radio Only	Tv Only
1.	YOUNG & RUBICAM	$72	$12	$60
2.	BBDO	60	10.5	49.5
	MCCANN-ERICKSON	60	10.5	49.5
4.	J. WALTER THOMPSON	58	5	53
5.	LEO BURNETT	42.1	5.8	36.3
6.	BENTON & BOWLES	39	4	35
	WILLIAM ESTY	39	4	35
8.	TED BATES	37	7	30
9.	KENYON & ECKHARDT	34.5	4.5	30
10.	BIOW-BEIRN-TOIGO	30	5	25
	DANCER-FITZGERALD-SAMPLE	30	13	17
12.	COMPTON ADV.	25.5	4.5	21
13.	N. W. AYER & SON	21	10	11
14.	FOOTE, CONE & BELDING	20.5	3.5	17
15.	LENNEN & NEWELL	20	4	16
16.	SULLIVAN, STAUFFER, COLWELL & BAYLES	17.8	3.3	14.5
17.	CUNNINGHAM & WALSH	17	3.5	13.5
18.	RUTHRAUFF & RYAN	15.5	4	11.5
19.	CAMPBELL-EWALD	14	3	11
	KUDNER AGENCY	14	2.5	11.5
	MAXON INC.	14	3	11
22.	TATHAM-LAIRD	12.2	.9	11.3
23.	NEEDHAM, LOUIS & BRORBY	12	3	9
24.	GRANT ADV.	11.1	2.6	8.5
25.	GEOFFREY WADE ADV.	11	4	7
26.	D'ARCY ADV.	10	3.5	6.5
	WEISS & GELLER	10	2	8
28.	BRYAN HOUSTON	9.8	2.8	7
29.	MACMANUS, JOHN & ADAMS	8.5	.7	7.8
30.	ERWIN, WASEY & CO.	8	3	5
	GREY ADV.	8	1.7	6.3
32.	GEYER INC.	7	2	5
33.	EARLE LUDGIN & CO.	6.3	.3	6
34.	NORMAN, CRAIG & KUMMEL	6	2	4
	DOHERTY, CLIFFORD, STEERS & SHENFIELD	6	2	4
36.	WARWICK & LEGLER	5.7	1.2	4.5

sion, $2.3 million in radio. Radio-tv share of overall billing: 50%.

Compton nearly doubled its 1954-55 broadcast billing increase of $3.2 million by chalking up a $6.4 million gain for the past calendar year. Though it gained three new accounts, R. T. French Co. mustard (from J. Walter Thompson), Bond clothes' western division and Langendorf United Bakeries (both from the former Biow Co.), much of its added radio-tv billing can be said to have accrued from increased expenditures on behalf of existing accounts: Procter & Gamble Co., Goodyear Tire & Rubber Co., Remington Rand Div., Sperry-Rand Corp., Socony Mobil Oil Co., Standard Brands Inc. and Nehi Corp. (Example: P&G, which took Cascade detergent out of test markets and into national spot buys.)

Among the programs registering for this year's billing figure: *NBC Comedy Hour* in which Compton's newest client at the outset of the year, the electronics division of Avco Mfg. Co., had a brief fling; *What's My Line?* which Remington Rand is continuing on an alternate week basis (with Helene Curtis) on CBS-TV, the *Goodyear Tv Playhouse* (in which Compton has participations for Goodyear's Neolite product on NBC-TV), as well as a number of shows on all three tv networks sponsored by P&G.

N. W. AYER & SON: Combined radio-tv billing: $28 million; $18 million in television, $10 million in radio. Radio-tv share of overall billing: 25%.

Up $7 million in combined broadcast billing from last year's $21 million, N. W. Ayer & Son, quietly but surely, placed one of its biggest accounts in network television for the first time. The agency, while keeping the client in radio *(Bell Telephone Hour* on NBC Radio), launched *Telephone Time* on CBS-TV, a filmed dramatic series with storyteller John Nesbitt, and quite late in the year, signed with CBS-TV for occasional color science-education programs, of which the first was *Our Mr. Sun.*

Ayer picked up the impressive Philip Morris account (accent on spot) from the now-defunct Biow Co. and saw Chrysler Corp.'s allocations for Plymouth nearly doubled. Plymouth, dropping *News Caravan* on NBC-TV, went into co-sponsorship on two ABC-TV musical programs, one with Lawrence Welk, the other with Ray Anthony. It placed radio-tv spot campaigns for the following clients: Hawaiian Pineapple Co., Hills Bros. coffee, Philip Morris, Bell Telephone companies, Plymouth Motors Corp. (introductory campaigns for 1957 model) and Armour & Co., and once again signed for *Christmas Sing With Bing* (Crosby) on CBS Radio for the Insurance Companies of North America.

SULLIVAN, STAUFFER, COLWELL & BAYLES: Radio-tv billing: $24.5 million; $20.1 million in television, $4.4 million in radio. Radio-tv share of overall billing: 60%.

SSC&B marked its 10th year in business with a gain in radio-tv billing of $6.7 million over 1955's combined figure of $17.8 million. Though it lost Speidel watchbands to NC&K (and the billing on NBC-TV's *The Big Surprise)* and later in the year, Simoniz Co., SSC&B compensated for these defections towards the end of the year with the acquisition of a sizable portion of the Block Drug Co. account from Harry B. Cohen Adv. and with the assignment (via Kenyon & Eckhardt) of the Warner-Lambert account. The latter will probably not register much billing till after January 1, 1957.

SSC&B continued actively in spots for Smith Bros., Richard Hudnut Div. of Warner-Lambert, Carter Products Inc., Lever Bros. Co., and American Tobacco Co.

Sperry & Hutchinson Corp. (S&H Green Stamps) placed its first broadcast advertising this year through SSC&B on NBC-TV's two daytime programs, *Today* and *Home;* Noxzema, which dropped CBS-TV's *Person-to-Person* earlier in the year, popped into last season's *Perry Como Show* as a participating sponsor, and Pall Mall continued its sponsorship of *Big Story* on NBC-TV.

CAMPBELL-EWALD: Combined radio-tv billing: $21 million; $17 million in television, $4 million in radio. Radio-tv share of overall billing: 25%.

This year C-E jumped its 1955 radio-tv layout of $14 million by $7 million. Currently Chevrolet is stepping up its NBC-TV *Chevy Show* schedule to twice a month, stays on *Crossroads* on ABC-TV, the 15-minute weekly *Dinah Shore Show* on NBC-TV and the strip of CBS Radio newscasts. Earlier this season the advertiser launched a heavy saturation spot schedule for its 1957 model. Chalking up neither account gains or losses, Campbell-Ewald continued to place Goebel beer in spot sports show buys, Flagg shoes and the National Bank of Detroit in spot announcement drives.

LENNEN & NEWELL: Combined radio-tv billing: $21 million; $19.5 million in television, $1.5 in radio. Radio-tv share of overall billing: 50%.

Representing a $1 million gain in broadcast billing over last year, L&N this year put P. Lorillard's Old Gold cigarettes into weekend tv with a one-two punch: on Friday nights, Old Gold alternates on NBC-TV's *The Walter Winchell Show,* on Saturdays, participates with Bulova Watch Co. on *The Jackie Gleason Show* on CBS-TV.

But L&N's biggest broadcast activities are yet to come: Early next year, it will place Emerson Drug Div. (Bromo-Seltzer) of Warner-Lambert as alternate-week sponsor of NBC-TV's *Your Hit Parade,* with Warner-Lambert's Hudnut Div. leaving that show following reassignment from K&E to SSC&B, and Colgate-Palmolive as co-sponsor on a new CBS-TV situation comedy, *Mr. McAdam and Eve.* Benrus Watch Co., which L&N picked up from Biow along with Armstrong Rubber Co., will buy into *Caesar's Hour* on NBC-TV. One of the agency's late fall acquisitions was Stokely-Van Camp Co. (from Calkins & Holden), a frequent spot user for its canned foods.

RUTHRAUFF & RYAN: Combined radio-tv billing: $15 million; $11 million in television, $4 million in radio. Radio-tv share of overall billing: 50%.

Down $500,000 from last year in broadcast billing (due in part to the loss of Packard Motors Div., Studebaker-Packard Corp., to D'Arcy, which in turn lost it to B&B a year later), Ruthrauff & Ryan compensated by picking up some products of the Whitehall Pharmacal account vacated by the former Biow Co., in addition to acquiring the Bon Ami account (resigned by Norman, Craig & Kummel) towards the middle of the summer.

For Bon Ami, R&R launched two massive two-day "blitz campaigns" in major U. S. cities to introduce Jet Bon Ami. U. S. Air Force recruiting campaign once again was given to R&R. In radio, Sunoco (Sun Oil Co.) stayed with *Three Star Extra* on NBC Radio. Others in spot included the Frito Co., Reddi-Wip Co., Tv Time popcorn and William Wrigley Jr. Co. chewing gum.

CUNNINGHAM & WALSH: Combined radio-tv billing: $14.5 million; $11.7 million in television, $2.8 million in radio. Radio-tv share of overall billing: 33⅓%.

Although this year's broadcast billing for C&W represents a loss of $2.5 million, due in part to the departure of Liggett & Myers Tobacco Co. (L&M cigarettes to D-F-S, Chesterfields to McCann-Erickson), Cunningham & Walsh's position in the coming year will be fortified with its assignment of the complete Texas Co. (Texaco) account (formerly handled by Kudner Adv. and Erwin, Wasey & Co).

The 1956 Liggett & Myers billing will still show up on C&W's roster this year despite the loss, for such programs as *Gunsmoke* on CBS Radio and CBS-TV, *Dragnet* on NBC Radio and NBC-TV, and the early *Warner Bros. Presents* series on ABC-TV. Among active spot buys at C&W are Chase-Manhattan Bank, American Telephone & Telegraph Co. ("The Yellow Pages"), Kitchens of Sarah Lee Inc. and the Narragansett Brewing Co.

CAMPBELL-MITHUN: Combined radio-tv billing: $14 million; $13 million in television, $1 million in radio. Radio-tv share of overall billing: 45%.

New in the Campbell-Mithun agency this year were Kroger Co. (grocery store chain), picked up from the Ralph H. Jones agency in Cincinnati, and Northwest Orient Airlines, acquired from Cunningham & Walsh, both spot users. Among its old accounts, Theo. Hamm Brewing Co. sponsored the Edward R. Murrow-CBS Radio newscasts regionally in the Midwest besides sponsoring 30-minute films and sports programs in the north-midwest area; Pillsbury Mills (feed, bakery and frozen foods divisions) sponsored segments of CBS-TV's *Arthur Godfrey* morning and evening shows and Art Linkletter's *House Party;* Gold Seal Co. (Snowy bleach, Glass Wax) continued on *The Perry Como Show* on NBC-TV; American Dairy did likewise on ABC-TV's *Disneyland,* and the Red Heart dog food division of John Morrell Co. remained active in both spot and network on both radio and tv.

D'ARCY ADV.: Combined radio-tv billing: $14 million; $11 million in television, $3 million in radio. Radio-tv share of overall billing: 22%.

Though it lost the Coca-Cola account to

COLORCASTING®

The Next 10 Days
Of Network Color Shows
(All times EST)

CBS-TV

Dec. 4 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv. (also Dec. 11, 18, 25).

Dec. 7 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Dec. 14, 21).

Dec. 12 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Dec. 19, 26).

NBC-TV

Dec. 3 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler, and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Dec. 24, 31).

Dec. 3-7 (3-4 p.m.) *Matinee,* participating sponsors (also Nov. 30, Dec. 10-14, 17-21, 24-28, 31).

Dec. 4 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor of Hollywood through Doyle Dane Bernbach on alternating weeks (also Dec. 11, 18, 25).

Dec. 4 (10:30-11 p.m.) *Break the $250,000 Bank,* Lanolin Plus through Russel Seeds (also Dec. 11, 18, 25).

Dec. 5 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co. (also Dec. 19, 26).

Dec. 6 (9:30-10 p.m.) *Tennessee Ernie Ford Show,* Ford Motor Co. through J. Walter Thompson Co.

Dec. 7 (8:30-9 p.m.) *Walter Winchell Show,* Toni Div., Gillette Co., through North Adv., and P. Lorillard Co. through Lennen & Newell on alternating weeks (also Dec. 14, 21, 28).

Dec. 8 (1-2 p.m.) *New Figures of 1957,* Warner Bros. Co. through C. J. LaRoche.

Dec. 8 (8-9 p.m.) *Perry Como Show,* participating sponsors (also Dec. 22, 29).

Dec. 9 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs (also Dec. 16, 23).

Dec. 9 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America through Fuller & Smith & Ross (also Dec. 23).

Dec. 10 (8-9:30 p.m.) *Producer's Showcase,* "Festival of Music," RCA and Whirlpool through Kenyon & Eckhardt, and John Hancock Mutual Life Insurance Co. through McCann-Erickson.

[Note: This schedule will be corrected to press time of each issue of B•T]

A HALF DOLLAR

LIBERTY
1954
IN GOD WE TRUST

will go a long way these days on WHO Radio!

Take 9 a.m. to 12 noon as an example . . .

FAR be it from us to suggest that radio is the *only* worthwhile advertising medium — but we do say it can get more mileage out of a dollar than most people realize. *Especially on WHO Radio!*

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 9 a.m. and 12 noon delivers a minimum of 47,086 actual *listening* homes, in Iowa alone!

That's at least 496 homes for half a dollar, or 1000 homes for $1.01—*ALL LISTENING TO WHO!*

That's the half-dollar *minimum.* With its 50,000-watt, Clear-Channel voice, WHO also gets thousands of unmeasured listeners, both in and outside Iowa. Iowa alone has 527,000 extra *home* sets and 573,000 *car* radios — and "Iowa Plus" coverage represents a *third* big bonus!

Let Peters, Griffin, Woodward give you full details — including availabilities.

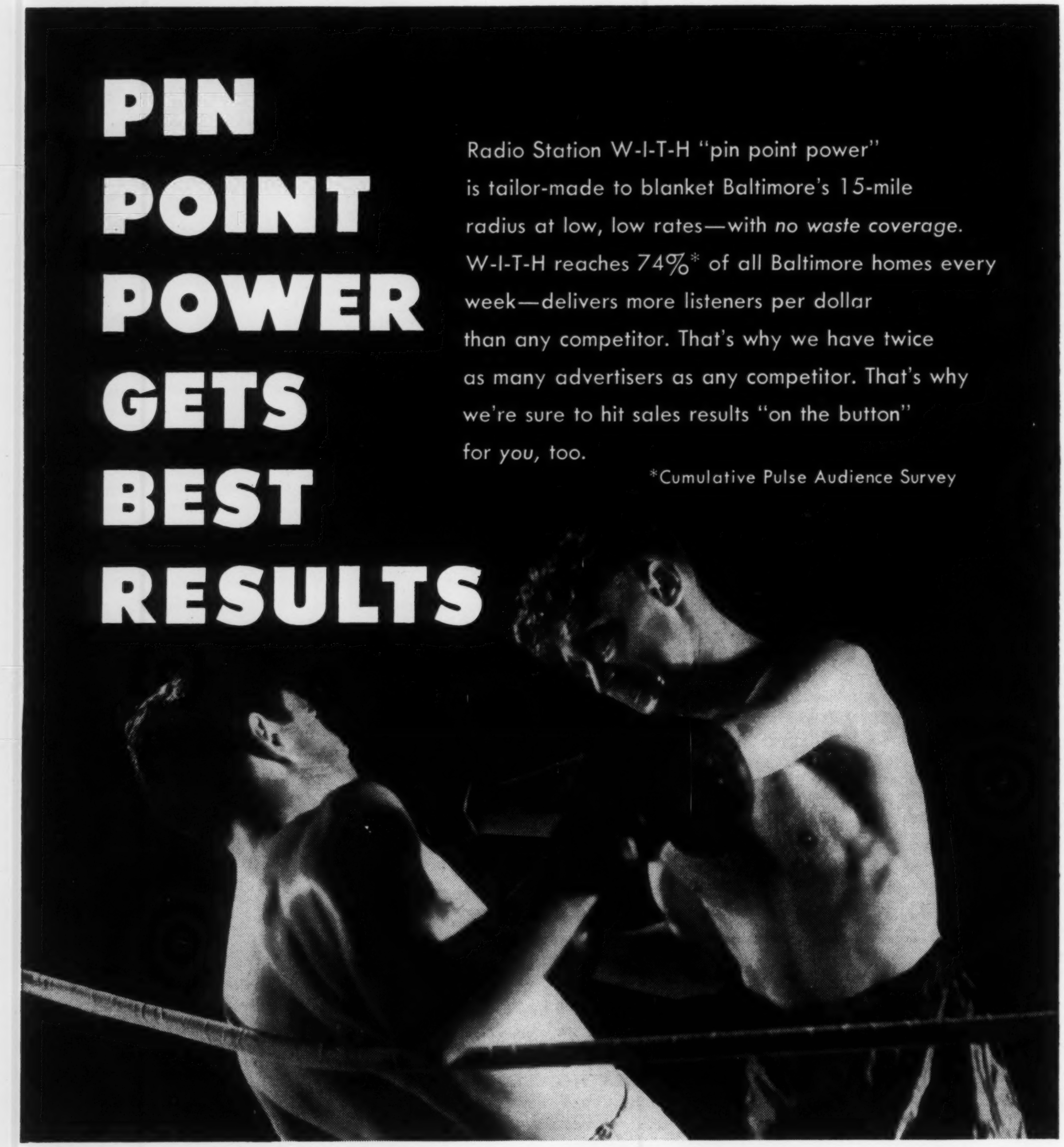
(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey data against our 26-time rate.)

WHO Radio is part of
Central Broadcasting Company,
which also owns and operates
WHO-TV, Des Moines
WOC-TV, Davenport

WHO
for Iowa PLUS!

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.
National Representatives



PIN POINT POWER GETS BEST RESULTS

Radio Station W-I-T-H "pin point power" is tailor-made to blanket Baltimore's 15-mile radius at low, low rates—with *no waste coverage.* W-I-T-H reaches 74%* of all Baltimore homes every week—delivers more listeners per dollar than any competitor. That's why we have twice as many advertisers as any competitor. That's why we're sure to hit sales results "on the button" for *you,* too.

*Cumulative Pulse Audience Survey

Buy W-I-T-H CONFIDENCE

Tom Tinsley
President

R. C. Embry
Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

McCann-Erickson at the end of last year, this changeover did not take effect until March, thus D'Arcy can be credited with at least a few months worth of billing on Cokes. Despite this loss, D'Arcy gained $4 million in billing over last year, an increase made possible by the acquisition of several new General Tire Co. divisions and the vast reorganization in the sales and advertising structure of Anderson, Clayton & Co. foods division, whereby D'Arcy got several new products assigned to it. Having picked up Packard Motors Div. of Studebaker-Packard only a year ago, the agency lost it to Benton & Bowles, but the loss was not a great one following S-P's withdrawal from network activity (*Tv Readers' Digest*). It continued in spot for Gerber's foods and Anheuser-Busch Brewing Co.

GRANT ADV.: Combined radio-tv billing: $14 million; $11.5 million in television, $2.5 in radio. Radio-tv share of overall billing: 20%.

The agency advanced its billing by $2.9 million this year, from $11.1 to $14 million. The big thing at Grant in 1956 was, once again, Dodge Motors Div. of the Chrysler Corp., and the big thing with Dodge was—and still is—Lawrence Welk and his Champagne Music. It was so big with Dodge, as a matter of fact, that the automaker launched its second Welk series on ABC-TV, *Top Tunes and New Talent*. Tv budgets being as high as they are, Dodge persuaded its sister division at Chrysler, Plymouth motors, to pick up part of the tab, which Plymouth did in exchange for a similar agreement on its *Ray Anthony Show,* also on ABC-TV.

In the spot phase of Grant's business: seasonal drives for the Florists' Telegraph Delivery Assn. (Valentine's Day, Easter, Mother's Day, Christmas, etc.) on both radio and tv, and the brief sponsorship of MBS' Walter Winchell newscasts for Seaboard Drug Co.

The Lentheric division of Olin-Mathieson, which Grant picked up in January from Cunningham & Walsh, is slated to go to Tatham-Laird at the end of the year, and National Airlines left Grant Dec. 1 for Hoite Agey Adv., Miami.

MAXON INC.: Combined radio-tv billing: $14 million; $13 million in television, $1 million in radio. Radio-tv share of overall billing: 40%.

Consistent for four straight years, Maxon's broadcast billings are still set at $14 million, representing neither gain nor loss since 1953. However, television billing rose $2 million, while radio billing declined that amount. Its three principal accounts, Heinz 57 foods, Gillette Safety Razor Co. and General Electric Co., stayed very active this year, Heinz in the *Studio 57* tv film series in regional markets, Gillette in both radio-tv sports events (e.g *Cavalcade of Sports* on NBC-TV and NBC Radio, etc.), and General Electric Co. on *20th Century-Fox Hour* on CBS-TV. GE billing dropped somewhat, due to the transfer of GE television receivers to Young & Rubicam.

TATHAM-LAIRD: Combined radio-tv billing: $13.8 million; $13.2 million in television, $600,000 in radio. Radio-tv share of overall billing: 60%.

Again for the third consecutive year, T-L increased its broadcast billing (by $1.2 million) largely on the strength of its tv activities. Though it lost some of the Simoniz Co. billing, and the Fulham Bros. food account to DCS&S, T-L gained part of the Procter & Gamble account in the agency shuffle that followed the demise of the Biow Co. Most active radio-tv clients: Armour & Co., C. A. Swanson & Sons (frozen foods), Toni Div. of Gillette Co. and Wander Co. (Ovaltine).

KUDNER AGENCY: Combined radio-tv billing: $13 million; $9 million in television, $4 million in radio. Radio-tv share of overall billing: 35%.

Kudner spending this year dipped $1 million from its 1955 combined figure. However, it was one of the few agencies to increase its radio billing from $2.5 million to $4 million (due in great part to Goodyear Tire & Rubber Co.'s special Easter shows). Kudner in 1956 suffered two setbacks: one was the end of Buick sponsorship of the Jackie Gleason *Honeymooner* series on CBS-TV; the other, the year-end loss of the Texaco radio-tv billings to Cunningham & Walsh. However, with C&W transfer not becoming effective till Jan. 1, 1957, Texaco's budget for ABC Radio's Metropolitan Opera broadcasts, its regional sports shows, and ABC Radio news strips appear on Kudner's 1956 tally. Texaco's budget was trimmed considerably this year in television following client withdrawal from the Jimmy Durante-Donald O'Connor *Star Theatre* series on NBC-TV. But Frigidaire popped back into network with alternate-week sponsorship of CBS-TV's *Do You Trust Your Wife?,* which it will drop later this month. Buick's other sponsorships included ABC election coverage, several NBC-TV *Producers' Showcase* programs, and come Jan. 1, it will pick up the tab for CBS-TV's Orange Bowl football classic.

NEEDHAM, LOUIS & BRORBY: Combined radio-tv billing: $12 million; $9.5 million in television, $2.5 million in radio. Radio-tv share of overall billing: 37%.

Though the overall broadcast billing picture stayed at the $12 million mark for NL&B, tv expenditures rose $500,000 while radio dropped $500,000. Latter may be charged to the loss of Wilson Sporting Goods Co., a radio spot user; the former to the use of *Caesar's Hour* on NBC-TV by Quaker Oats Co. on behalf of Ken-L-Ration dogfood, as well as sponsorship of Monsanto Chemical Co.'s All detergent on last season's *Warner Brothers Presents* on ABC-TV.

Agency acquired Palm Beach Co. clothes from Ruthrauff & Ryan, Hotpoint Div. of General Electric Co. for Hi-Vi tv sets (a new account), and several others, including Crowell-Collier Publishing Co.'s *Woman's Home Companion* and the Worthington Corp. (air conditioners). Principal tv activity at NL&B: servicing the S. C. Johnson & Son account's alternate-week *Robert Montgomery Presents* programs on NBC-TV.

GEOFFREY WADE ADV.: Combined radio-tv billing: $11 million; $9 million in television, $2 million in radio. Radio-tv share of overall billing: 85%.

Wade's overall billing for the third consecutive year hovered at the $11 million mark, although once again there was a shift from radio to television (this year to the tune of $2 million). Miles Labs, having spent some time with *John Daly and the News* on ABC-TV, stays with that network when it switches to *Broken Arrow* this week [Dec. 6]. On NBC-TV, Miles sponsors other newscasts, plus segments of the *Tennessee Ernie Ford Show* and *Queen for a Day*.

GREY ADV.: Combined radio-tv billing: $11 million; $8.8 million in television, $2.2 million in radio. Radio-tv share of overall billing: 30%.

Grey this year bettered by $100,000 its 1955 broadcast billing gain of $2.9 million rising from $8 million to $11 million. New at the agency this year were Hearst Corp. *(Good Housekeeping)*, Crowell-Collier Publishing Co. *(Collier's)* from Kudner, Hoffman Beverage Div., Pabst Brewing Co. (picked up from Warwick & Legler), part of the General Electric Co. account (flashbulbs), Whitehall Pharmacal Co. (Kolynos toothpaste), Procter & Gamble (Fluffo), latter two from the Biow Co., and Chunky Chocolate Corp. from Hilton & Riggio.

Old accounts that went into radio and television were Emerson Radio & Phonograph Corp. (local tv newscasts), Dan River Mills Inc. (a first time in tv on a spot announcement basis), Shwayder Bros. (Samsonite luggage) in spot, to name but some. During the year, Grey lost Doeskin tissues (spot) and Kirsch beverages (which it resigned in order to take on Hoffman). Ideal Toy Corp. once again shared sponsorship of Macy's Thanksgiving Day parade on NBC-TV, and Mennen participated in *High Finance* on CBS-TV.

BRYAN HOUSTON: Combined radio-tv billing: $10.8 million; $9.5 million in television, $1.3 million in radio. Radio-tv share of overall billing: 50%.

Up $1 million in broadcast billing from last year, Bryan Houston in 1956 gained more new business than it lost. Its Colgate-Palmolive account list was reduced by one product, Veto Spray deodorant (which went to Norman, Craig & Kummel), but towards the end of the year it gained *Newsweek* magazine from the former Scheideler & Beck agency, although this won't be effective until the first of the year.

Following the reorganization of Anderson, Clayton Foods Co. in Dallas, Houston acquired Mrs. Tucker's margarine from SSC&B. Nestle's participated in last season's *Stage Show* on CBS-TV and J. P. Stevens Co. (fabrics) made use of tv for the first time when it sponsored a 13-week sequence of *Omnibus* on CBS-TV early in the year. *Omnibus* (not Stevens) is now on ABC-TV.

P.G.W. PROJECT INFORMATION

Your P.G.W. Colonels are prepared to provide assistance in planning spot radio campaigns. Please do not hesitate to call us.

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Spot's Hot! You see it in the trade press every day — sales success after sales success resulting from the sales impact of Spot Radio. You hear about the flexibility only spot radio provides, enabling an advertiser to "sell deep" into the markets he selects. And most of all, you hear it from more and more thoughtful advertising executives — "Spot's Hot".

hot

We have assembled complete market information in one convenient reference for the leading radio stations listed on this page. We'd like to present a copy, and discuss how you can "heat up" a sales campaign.

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

250 PARK AVENUE • NEW YORK 17, NEW YORK

EAST—SOUTHEAST

WBZ+WBZA	Boston + Springfield	51,000
WGR	Buffalo	5,000
KYW	Cleveland	50,000
WWJ	Detroit	5,000
KDKA	Pittsburgh	50,000

• • • • • • • • • • • •

WCSC	Charleston, S. C.	5,000
WIST	Charlotte	5,000
WIS	Columbia, S. C.	5,000
WSVA	Harrisonburg, Va.	5,000
WPTF	Raleigh—Durham	50,000
WDBJ	Roanoke	5,000

MIDWEST—SOUTHWEST

WHO	Des Moines	50,000
WOC	Davenport	5,000
WDZ	Decatur	1,000
WDSM	Duluth—Superior	5,000
WDAY	Fargo	5,000
WOWO	Fort Wayne	50,000
WIRE	Indianapolis	5,000
KMBC-KFRM	Kansas City	5,000
WISC	Madison, Wis.	1,000
KFAB	Omaha	50,000
WMBD	Peoria	5,000

• • • • • • • • • • • •

KFDM	Beaumont	5,000
KRIS	Corpus Christi	1,000
WBAP	Ft. Worth—Dallas	50,000
KENS	San Antonio	50,000

MOUNTAIN AND WEST

KBOI	Boise	5,000
KGMB-KHBC	Honolulu—Hilo	5,000
KEX	Portland	50,000
KIRO	Seattle	50,000

CHICAGO
230 N. Michigan Ave.
Chicago 1, Illinois

DETROIT
Penobscot Building
Detroit 26, Mich.

ATLANTA
Glenn Building
Atlanta 3, Georgia

FORT WORTH
406 W. Seventh St.
Fort Worth 2, Texas

HOLLYWOOD
1750 N. Vine St.
Hollywood 28, Calif.

SAN FRANCISCO
Russ Building
San Francisco 4, Calif.

GASOLINE-OIL IN DETROIT RADIO AND TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

TELEVISION (Network plus Spot)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Standard Oil (D'Arcy)	—	3	27	311
2.	Pure Gas & Oil (Leo Burnett)	—	1	15	165
3.	Speedway 79 Gasoline (W. B. Doner)	—	3	7½	142
4.	Gulf Oil (Young & Rubicam)	1	1	4	68
5.	Shell Gas & Oil (J. Walter Thompson)	—	1	8	64
6.	Mobilgas & Oil (Compton)	—	1	4	59
7.	Sinclair Gas & Oil (Morey, Humm & Johnstone)	—	1	3	54
8.	Supertest Gas & Oil	—	1	2	3

RADIO (Network Plus Spot)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Speedway 79 Gasoline (W. B. Doner)	—	3	92 2/3	76
2.	Standard Oil (D'Arcy)	—	2	17½	47
3.	Gulf Oil Co. (Young & Rubicam)	—	2	33	26
4.	Pure Gas & Oil (Leo Burnett)	—	3	20	21
5.	Quaker State (Kenyon & Eckhardt)	(P)	1	19	21
6.	Sun Oil Co. (Ruthrauff & Ryan)	5	1	15	15
7.	American Oil Co. (Joseph Katz)	(P)	1	4	5
8.	Supertest Gas & Oil	—	1	2	1

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending October 14, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Heublein Inc.'s Maltex cereal increased its spot schedule.

NORMAN, CRAIG & KUMMEL: Combined radio-tv billing: $9.6 million; $7 million in television, $2.6 million in radio. Radio-tv share of overall billing: 30%.

NC&K this year exceeded its 1955 combined estimate by $3.6 million, thus approaching the $10 million mark with the acquisition of such accounts as the Democratic National Committee, Speidel watchbands (from SSC&B), Hudson Pulp & Paper Co. (from Biow), Colgate-Palmolive's Veto (from Bryan Houston), and part of Warner-Lambert (via K&E). With this to show, NC&K placed Ronson on CBS-TV's *Playhouse 90*, kept Speidel on NBC-TV's *The Big Surprise*, but lost Blatz beer (to K&E).

NORTH ADV.: Combined radio-tv billing: $9 million; $8 million in television, $1 million in radio. Radio-tv share of overall billing: 80%.

North Adv., concluding its initial year of operation, appears in B•T's annual billing roundup for the first time with a broadcast total of $9 million, basically on the strength of the Toni (Div. of Gillette Co.) account. Toni, heavy in daytime tv, this year went into nighttime tv with alternate-week sponsorship of *The Walter Winchell Show* on NBC-TV. Another North client, Lanvin Parfums, although no network spender (limiting its tv to spot announcement drives in large cities), came close to national coverage this year when it lined up a group of NBC Radio o&o stations to carry several special pre-convention political discussion programs. Englander Mattress Co., from the former Biow Co., has been sponsoring a cash give-away contest on a spot basis.

GEYER ADV.: Combined radio-tv billing: $8 million; $6 million in television, $2 million in radio. Radio-tv share of overall billing: 30%.

With broadcast billing up $1 million—all due to tv—the Geyer account most active this year was the Boyle-Midway subsidiary of American Home Products Corp., which went into *Love of Life*, *Secret Storm* (both CBS-TV), *Queen for a Day* and *It Could Be You* (both NBC-TV)—all daytime tv shows. American Motors (Nash), last year's big spender at Geyer, cut back its tv appropriation in ABC-TV's *Disneyland*, but added to its radio expenditures on NBC Radio's *Monitor*. Kiwi shoe polish had been resigned late last year when the agency acquired Boyle-Midway's Griffin shoe polish.

ERWIN, WASEY & CO.: Combined radio-tv billing: $8 million; $6 million in television, $2 million in radio. Radio-tv share of overall billing: 25%.

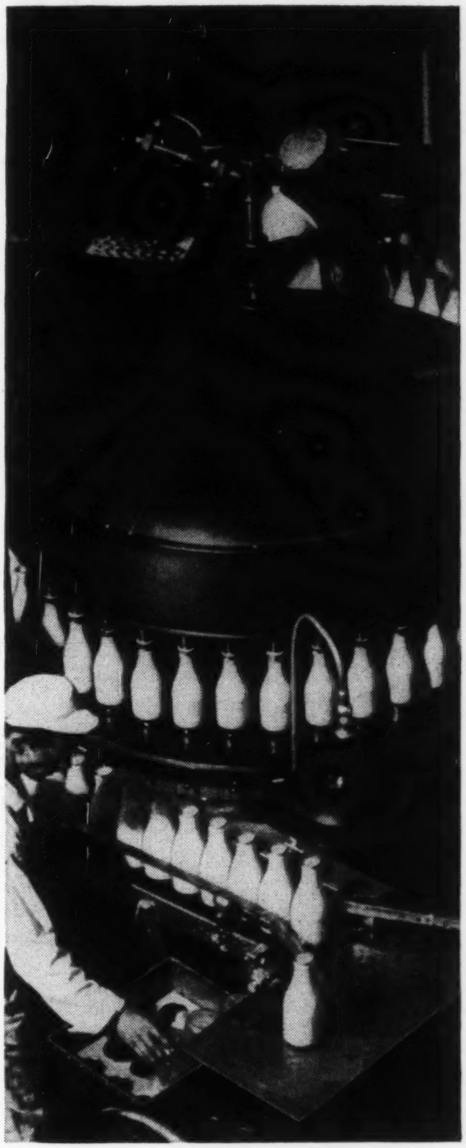
Another agency whose overall broadcast billing remained the same for the second consecutive year, Erwin, Wasey increased its tv expenditures $1 million, while its radio budget dropped $1 million. This see-saw movement may be explained by increased tv activity on behalf of several clients: Carnation Co. (syndicated *Annie Oakley* series in regional markets in addition to CBS-TV's *Burns & Allen Show);* Toastmaster Products Div., McGraw Electric Co., and Seth Thomas Clock Div., General Time Corp. (NBC-TV's *Today*, *Home* and *Tonight);* Hamilton Beach Co. (CBS-TV's *Good Morning With Will Rogers Jr.),* and Campana Sales Co. (NBC-TV's *Queen for a Day).*

The agency added two regional accounts, White King Soap from Raymond R. Morgan Co., and Arizona Brewing Co. Radio's decline at Erwin, Wasey may be ascribed to the loss of Chemway Corp.'s Zonite products and of Musterole, both heavy radio spot users.

EMIL MOGUL: Combined radio-tv billing: $7.5 million; $5 million in television, $2.5 million in radio. Radio-tv share of overall billing: 45%.

Emil Mogul appears in B•T's compilation for the first time this year. For Revlon, Mogul was in CBS-TV's *$64,000 Challenge* and *Question*, and for Knomark Mfg. Co. (Esquire boot polish) it was in participating sponsorship on *Caesar's Hour* on NBC-TV;

Chicago, Chicago,
that Dairy Food Town—
Leader in
Milk Processing,
Number One Butter
and Egg Market
in the United States!



...AND THE PURE MILK ASSOCIATION SELLS MILK IN CHICAGO WITH WMAQ's MARY MERRYFIELD

During Dairy Month, Mary Merryfield suggested that listeners write to the Pure Milk Association for recipe booklets. More than 3,000 requests resulted! That's the kind of promotion Chicago's Pure Milk Association credits with upping bottled milk sales-volume by a phenomenal 22% last year.

It's the kind of result that *all* of Mary's sponsors enjoy on her Monday-Friday (12:00-12:55 pm) broadcasts. Fashion, beauty, home, careers – Mary Merryfield offers news and advice on almost every phase of daily living, while she sells for such other leading advertisers as Bengay, Birds-Eye, Clapp's Baby Foods, Fould's Macaroni, General Food's La France, Ralston Purina, Slenderella and United Fruit.

Let NBC Spot Sales show you how Mary Merryfield can lead you to greener sales pastures . . . for as little as 26¢-per-thousand-listeners. In New York, a call to your NBC Spot Sales representative brings you an immediate Radio-Phonic Spot Buying audition by telephone.

WMAQ

Radio leadership station in Chicago *SOLD BY* **NBC SPOT SALES**

THE GREATEST CARTOON &

...from NTA's $60,000,000

"Cartoon Carnival"

Many *Academy Award Winners* are among this sparkling cartoon carnival, whose appeal has been proved by the wide acclaim they have received. Among the outstanding titles in this unending Laugh Parade are:

106	**Betty Boop**	**38**	**George Pal Puppetoons**
26	**Little Lulu**	**127**	**Screen Songs**
38	**Koko the Clown**	**45**	**Talkatoons**

...and many more!

CARTOONS AND COMEDIES ARE BETTER THAN EVER . . . In one week, over 50 different programs in New York listed filmed cartoons and comedies . . . morning, noon, and night!

COMEDY TV SHOWS ON EARTH

"Panorama of Entertaining Programs"

"THE COMEDY CAVALCADE"

The largest single source of cartoon and comedy programs available to TV— consisting of 600 titles featuring some of the most famous laugh-getters of our time... that's part of NTA's fabulous $60,000,000 "Panorama of Entertaining Programming."

Produced by one of America's foremost studios, they represent the widest variety and maximum production skill and showmanship. In addition to such outstanding cartoon subjects as Betty Boop, Little Lulu, George Pal Puppetoons, they include such great comic personalities as these:

JACK BENNY
ETHEL MERMAN
ROBERT BENCHLEY
WILLIE & EUGENE HOWARD
GEORGE JESSEL
EDDIE PEABODY
CHARLIE RUGGLES
BURNS & ALLEN
W. C. FIELDS
JACK OAKIE
SMITH & DALE
WALTER CATLETT
CHARLIE CHAPLIN
VICTOR MOORE
BORAH MINNEVITCH
JACK HALEY
CHESTER CONKLIN
BILLY HOUSE

Study these names, one by one. Then consider their enormous appeal to countless millions in the televiewing audience, as well as their appeal to you... in terms of budget and time-flexibility. They're backed by one of the largest promotional campaigns ever offered with any TV programming package!

PHONE, WIRE, OR WRITE TODAY!

All the details are available to you from

HAROLD GOLDMAN, Vice President in Charge of Sales

NTA

NATIONAL TELEFILM ASSOCIATES, INC.
60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100

CHICAGO, ILLINOIS
612 N. Michigan Avenue
Phone: Michigan 2-5561

HOLLYWOOD, CALIFORNIA
8721 Sunset Blvd.
Phone: Crestview 1-1191

MONTREAL, CANADA
1434 St. Catherine St.
Phone: University 6-9495

MEMPHIS, TENNESSEE
2605 Sterick Building
Phone: Jackson 6-1565

BOSTON, MASS.
Statler Hotel Office Building
Phone: Liberty 2-9633

MINNEAPOLIS, MINNESOTA
1011 Currie Avenue N.
Phone: Federal 8-7013

Esquire also picked up the tab for the one-time, hour-long showing of J. Arthur Rank's *The Magic Box* earlier this fall.

In tv spot, the most active Mogul accounts were Rayco Mfg. Co. (auto seatcovers) and Monarch Wine Co. (Manischewitz). Park & Tilford's Tintex, which Mogul acquired the first of the year through its absorption of the former Storm & Klein agency, as well as National Shoes Inc., Barney's Clothes in New York, Ronzoni Macaroni Co. and Gold Medal Candy Corp. (Bonomo's Turkish Taffy), all made ample use of spot in both broadcast media.

MacMANUS, JOHN & ADAMS: Combined radio-tv billing: $7 million; $5.5 million in television, $1.5 million in radio. Radio-tv share of overall billing: 22%.

The agency's combined broadcast billing dipped $1.5 million this year, due in part to Pontiac's withdrawal from NBC-TV's *Playwrights '56,* and Dow Chemical Corp.'s similar move on *Medic,* also on NBC-TV. However its radio billings registered a gain of $4.5 million—again due to Pontiac, which compensated for its unhappiness in tv by splurging in radio: a lineup of Notre Dame U. football games, heavy spot radio push for the 1957 model, participations on NBC Radio's *Monitor* and a rash of CBS Radio programs. Cadillac, too, went heavy on *Monitor* for its 1957 model.

Another shot-in-the-arm for MJ&A's radio billing: acquisition of a host of accounts previously serviced by David J. Mahoney, now an MJ&A client as president of Good Humor Corp. Besides Good Humor, MJ&A picked up S. A. Schonbrunn (Medaglia d'Oro coffee). White Rock Corp., Ceribelli & Co. (Brioschi effervescent), S. B. Thomas bread and others.

RUSSEL M. SEEDS: Combined radio-tv billing: $7 million; $5.5 million in television, $1.5 million in radio. Radio-tv share of overall billing: 40%.

Seeds this past year placed W. A. Sheaffer Pen Co. as alternate sponsor on CBS-TV's *Navy Log,* and when that program shifted to ABC-TV, backed *The Brothers* on CBS-TV; Lanolin Plus (which it inherited from the Biow Co.) on *Name That Tune* (CBS-TV) and *Break the $250,000 Bank* in color on NBC-TV. It also bought participations for Brown & Williamson Tobacco Co. on *Steve Allen Show* and *Tennessee Ernie Ford Show,* both NBC-TV, plus radio-tv spot campaign.

EARLE LUDGIN: Combined radio-tv billing: $7 million; $6.2 million in television, $800,000 in radio. Radio-tv share of overall billing: 55%.

Reporting an increase of $700,000 in broadcast billing over last year, Ludgin this year was represented—for Helene Curtis—on CBS-TV's *What's My Line?* and the Sunday afternoon *Washington Square* program with Ray Bolger on NBC-TV. It placed Best Foods in spot radio and television, and toward the end of the year gained both Zenith Radio Corp. and Easy Washing Machine Corp. from BBDO.

DOHERTY, CLIFFORD, STEERS & SHENFIELD: Combined radio-tv billing: $6.7 million; $5.5 million in television, $1.2 million in radio. Radio-tv share of overall billing: 50%.

This agency registered a broadcast billing increase of $700,000 over last year's round-up figure of $6 million. Among new accounts: Fulham Bros. frozen foods from Tatham-Laird, J. B. Williams' Conti from Bermingham, Castleman & Pierce, Chemway Corp.'s Zonite from Erwin, Wasey & Co., and the assignment of a new laxative product, Regutol, to the Pharmaco Inc. account list. All are spot users. At the same time, DCS&S lost International Latex Corp.'s Isodine (pharmacal division) to Reach, Yates & Mattoon. Bristol-Myers continued its sponsorship of *Alfred Hitchcock Presents* on CBS-TV, and this season joined the roster of *Playhouse 90* sponsors, also on CBS-TV.

WARWICK & LEGLER: Combined radio-tv billing: $6.2 million; $4.9 million in television, $1.3 million in radio. Radio-tv share of overall billing: 40%.

Up $500,000 in broadcast billing over last year, W&L in 1956 gained the Biow-resigned Jacob Ruppert Brewery account as well as J. A. Wright silver polish, losing to Leo Burnett Co. the remainder of the Pabst account (the west coast regional East Side beer which stayed at W&L when Pabst moved to Burnett last year). W&L resigned Hoffman Beverage Div. of Pabst to Grey Adv., and also closed its West Coast office. Schick, which it acquired last year, will bow out of *Robert Montgomery Presents* on NBC-TV in January, going into that network's *Dragnet* instead. Ruppert sponsored various local sports shows in the New York area on tv.

RAYMOND SPECTOR: Combined radio-tv billing: $5.6 million; $4.6 million in television, $1 million in radio. Radio-tv share of overall billing, 95%.

As the agency for Hazel Bishop, the Spector agency placed the account—throughout the past year—on *Beat the Clock, Arthur Murray Dance Party, This Is Show Business, Garry Moore Show, Bob Crosby Show, Place the Face*—all on CBS-TV, and dropped *This Is Your Life* on NBC-TV. Next year it will place *On Your Account* on CBS-TV.

HARRY B. COHEN ADV.: Combined radio-tv billing: $5.5 million; $4.3 million in television, $1.2 million in radio. Radio-tv share of overall billing: 45%.

For Cohen, this was a year of gains and losses. In the former category, it picked up Doeskin Products (tissues, toilet paper) from Grey Adv., but in the latter, lost Block Drug Co. to SSC&B and Lawrence Gumbinner Adv. An agency whose broadcast billing is primarily in spot, Cohen placed campaigns for Grove Labs (Grove and Fitch subsidiaries), West End Brewing Co. (Utica Club), B. T. Babbitt Co. (Glim) and, of course, Doeskin.

BBDO Assigns Eight On Four Major Accounts

EIGHT new personnel assignments affecting four major BBDO accounts were announced by the agency last week. They affect the following accounts and people:

- **Revlon:** Nelson Gross, former radio-tv director at H. B. Humphrey, Alley & Richards, will supervise advertising on Satin Set and Touch 'n Glow powder and liquid makeup. Martin S. Fliesler, formerly with McCall Corp.'s promotion department and with McCall's *Better Living* magazine, appointed account executive on Revlon's nail enamel. Sanford Buchsbaum, formerly an account supervisor at E. T. Howard Co., was named account executive on Satin Set. Named assistant account executive for marketing and research was Harvey Comita, formerly with advertising research foundation.
- **Penick & Ford (syrups and desserts):** Stanley A. Bogan, formerly assistant to the executive vice president, Ellington & Co., was named account executive in charge of Brer Rabbit molasses, My-T-Fine desserts, Vermont Maid syrup and Cocomalt. H. Blakeney Henry, formerly with J. Walter Thompson, was named assistant account executive.
- **Bristol-Myers (Ban, Trushay, Sentry):** Martin Devine, former Kenyon & Eckhardt account executive, was named to a similar post on B-M products.
- **General Electric Co. (lamps):** Paul Smith, former Compton Adv. account executive, to a similar post on GE's "Live Better Electrically Campaign."

Perlstein Leaves Pabst Brewing To Open Market Consulting Firm

NATHAN PERLSTEIN has resigned as advertising director of Pabst Brewing Co. to open his own marketing consultant firm, effective Jan. 1, he announced last week. He had been associated with Pabst Brewing for the past 18 years in various capacities and is credited with placing millions of dollars of advertising in broadcast and print media.

Mr. Perlstein will set up Nathan N. Perlstein & Assoc. Inc., with headquarters at 333 N. Michigan Ave., Chicago. He will be succeeded at Pabst by Richard Hehman, who has been advertising manager and recently brand manager. Latter also is expected to assume certain sales promotion duties.

Pabst and other companies will be among his clients in the new marketing consultant firm.

Hal Dietz Named Emerson V.P. In Charge of Sales, Marketing

HAL DIETZ, vice president in charge of sales, Emerson Radio & Phonograph Corp., Jersey City, N. J., has been appointed vice president in charge of sales and marketing, it was announced last week by Emerson's Executive Vice President Dorman D. Israel. In his new post, Mr. Dietz will supervise all advertising, sales promotion and market research activities. Lester Krugman, who has

THE TWO-DOLLAR KEY THAT LAUNCHED A BILLION-DOLLAR CAREER

Back in 1906 a 15-year-old lad got a job as a Postal Telegraph messenger for $5 a week. With two dollars of the first week's salary he bought a dummy telegraph key. Within six months he had taught himself the Morse code and won a job with Marconi Wireless Telegraph Co.

That lad was David Sarnoff — and his two-dollar investment launched him on a career that was to make history in the world of communications.

His was the brilliant imagination that blazed more trails in electronics than any other man in the industry. And among his ideas none was more important than the concept of network radio that created the National Broadcasting Company, the first radio chain in America.

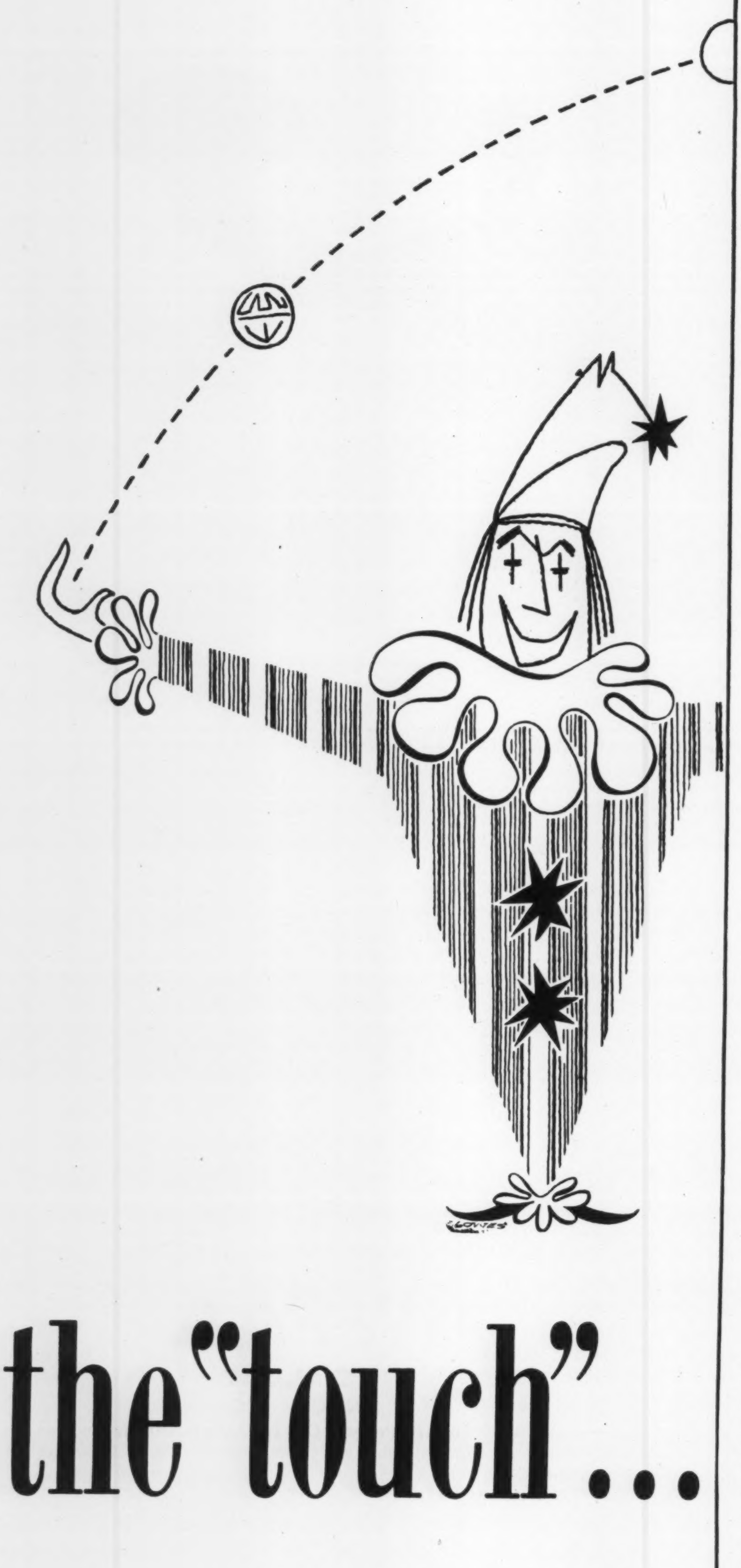
NBC brings listeners throughout the nation on-the-spot national and international news coverage and informed and authoritative commentators. It brings its audience world figures in every field of interest. It provides a technical perfection possible only to an organization with the talents and resources of a great network.

Since 1927 WFAA has been an affiliate of NBC, operating as the first NBC affiliate west of the Mississippi River. Through this network affiliation we have been able to bring the WFAA audience the world's finest radio coverage in news, music, sports, entertainment and educational features.

We are proud of this association with America's first and greatest network. And we are happy to join in a sincere tribute to its head, General Sarnoff, on his 50th anniversary in the industry. Under his leadership, we look forward to still greater accomplishments in every field of electronic communications to serve the public interest, necessity and convenience.

WFAA
DALLAS
NBC TQN
Edward Petry & Co., Inc., *Representatives*

Radio and Television Services of the Dallas Morning News



been Emerson's vice president in charge of marketing, has resigned [B•T, Nov. 26].

Also announced was the appointment of Edward Kantrowitz, former assistant to the vice president in charge of marketing, as advertising and sales promotion director. Albert Leon continues as sales promotion manager.

Mr. Dietz became Emerson's sales vice president four months ago after serving in various top-echelon executive capacities with a number of Emerson distributing organizations. Mr. Kantrowitz has been with Emerson since 1949, first as advertising production manager, then assistant sales director, advertising manager and assistant to the marketing vice president.

Stations Asked to Hold Back Report Damaging to Cold Remedy

DOWD, Redfield & Johnstone, New York, wired some 20 radio stations and more than 100 tv stations urging them to withhold publicity on a news release, which quoted from two studies in the *Journal of the American Medical Assn.* on the inadequacies of treating colds with Bioflavonoid cold tablets. Dowd, Redfield & Johnstone is the agency for Grove Labs, N. Y., which manufactures Bioflavonoid cold tablets.

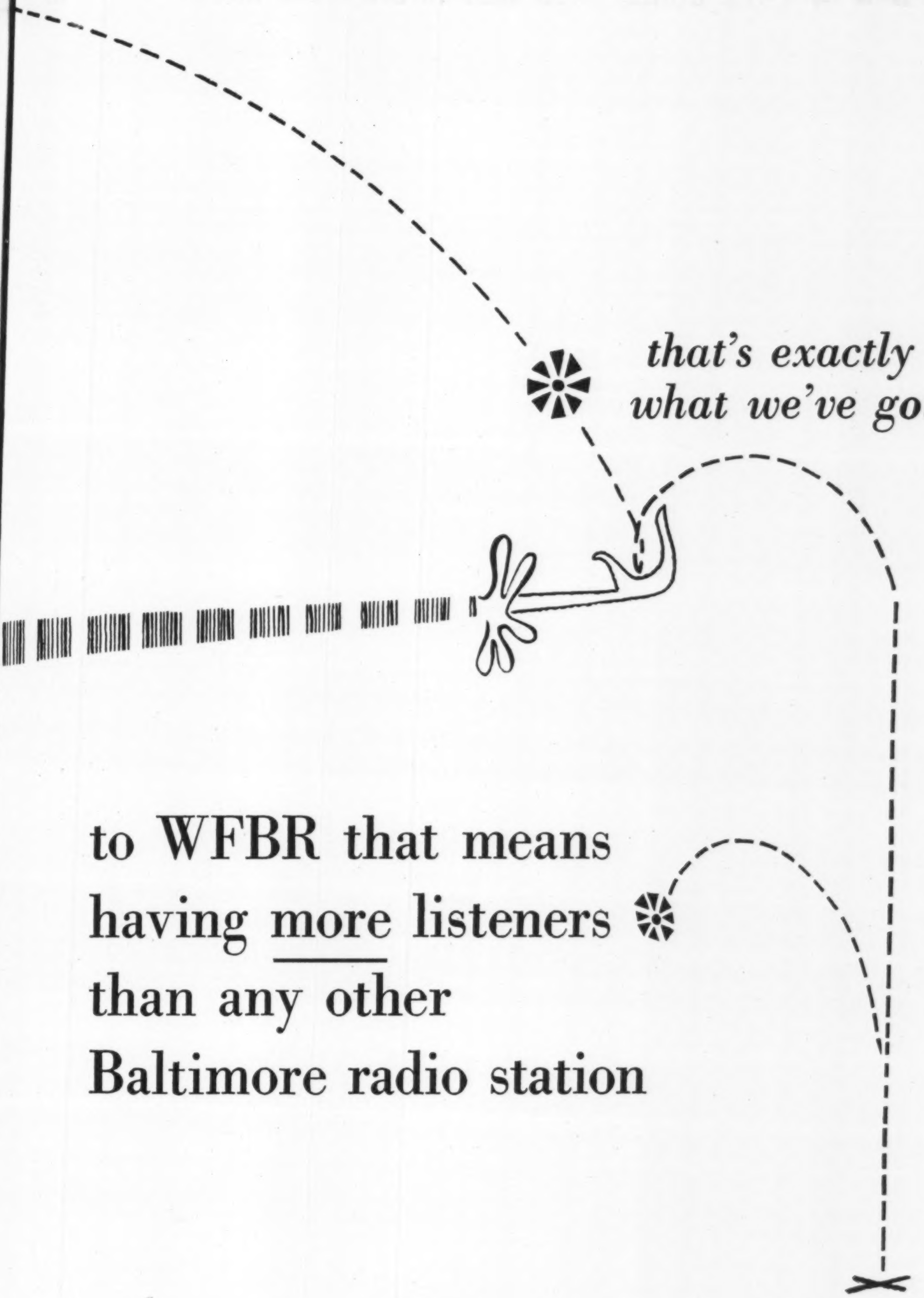
A spokesman for the agency last week said that the company sent telegrams to all print and broadcast media on its schedule for Grove's Citroid compound. The telegram suggested that publicity be withheld "until all factors on both sides can be analyzed." The press release, together with a four-page summary of the AMA studies, was issued by Ted Bates & Co., agency for the Anahist Co., a competitor of Grove Labs.

The spokesman said the agency did not feel it was trying to censor either the station's or printed media's use of news material by its telegram. He pointed out that Grove Labs has evidence from other medical sources that Bioflavonoids are useful in treating colds and the agency wanted to bring this information to the attention of the media before they started to publicize the AMA findings. He stated the agency had received no complaints from radio or tv stations, but did not know whether they had acceded to its request. He added that newspapers carrying the story gave space to Grove Labs' claims.

W&L, Luft Co. End Association

WARWICK & LEGLER, New York, advertising agency, and the George W. Luft Co., Long Island City, N. Y., manufacturers of Tangee beauty preparations, last week announced they had severed their 21-year association, effective Nov. 14. Coincidentally, H. Paul Warwick, W&L president, resigned as a director of the Luft Co.

Both Mr. Warwick and John A. Cawley, president of the cosmetics firm, declined to offer a reason for the sudden resignation. The account billed nearly $1 million annually. Tangee is a spot radio and tv user. A new agency is expected to be picked before the end of the year.



that's exactly what we've got!

to WFBR that means having more listeners than any other Baltimore radio station

WFBR Baltimore's Best Buy

REPRESENTED BY JOHN BLAIR AND COMPANY

* September-October Pulse

RADIO, TV STAR BEFORE EASTERN AAAA

Record 2,152 attend New York conference dominated by broadcast media

RADIO AND TV monopolized the floor and the attention of delegates last week as the eastern region of the American Assn. of Advertising Agencies held its annual conference in New York with a record estimated total attendance of 2,152 agency executives and guests.

The two-day conference presented experts in the principal phases of agency activity in seven separate workshop sessions ranging from creative work to mechanical production, from research to account management to marketing and merchandising. Radio-tv was the exclusive subject of one workshop, figured prominently in another—where broadcast media won unanimous nomination as major advertising vehicles in a hypothetical campaign-planning session—and could draw profitable pointers even from workshops dealing primarily with other media.

There also was a closed session for top management at which general public relations problems occupied a high agenda spot, and proposals for a special project in the public relations area were discussed. Officials said details would not be announced before the first of the year, at the earliest. Somewhat surprisingly, the question of methods of compensating agencies—a controversial one, with Assn. of National Advertisers members seeking a re-evaluation of the prevalent commission system—did not come up at the meeting.

The closed session, with Lennen & Newell President Adolph J. Toigo presiding as chairman of the AAAA eastern region, featured a panel discussion of "Current Problems of the Industry." AAAA President Frederic R. Gamble was moderator and the panel consisted of Robert D. Holbrook, chairman of Compton Adv. and of AAAA; Carl Newton, partner in Donovan, Leisure, Newton & Irvine, special counsel to the AAAA; J. Davis Danforth, executive vice president of BBDO and chairman of the AAAA board's special committee on public relations; Emerson Foote, executive vice president of McCann-Erickson and chairman of AAAA's board committee on media relations, and William A. Marsteller, president of Marsteller, Rickard, Gebhardt & Reed and vice chairman of the AAAA board's committee on advertiser relations.

The management luncheon, presided over by Brown Bolte, executive vice president of Benton & Bowles and vice chairman of the AAAA eastern region, heard Senior Vice President Melvin Brorby of Needham, Louis & Brorby detail agency manpower problems and suggest ways of solving them, and to wind up the two-day meeting there was a "look-ahead" session Wednesday afternoon featuring three other top agency officials: President Barton A. Cummings of Compton Adv.; President James H. S. Ellis of Kudner, and Chairman Bryan Houston of the agency bearing his name.

Radio-tv won its big plum in the media buying workshop, held Tuesday afternoon and devoted to the theme "How to Plan Media Strategy." Three panelists, working independently, reached the conclusion that broadcasting should be the predominant medium to be used in a campaign for a product identified to them only as "a potable"—it turned out to be Tetley Tea (see page 56).

The "look-ahead" session that closed the two-day meeting Wednesday afternoon gave special attention to young people in advertising.

THREE AGENCY HEADS who spoke before the 4A's eastern conference in New York last week discuss their topics with another agency head, who presided at the session. L to r: James H. S. Ellis, president of Kudner Agency; Barton A. Cummings, president of Compton Advertising; Adolph J. Toigo, Lennen & Newell president and chairman of the eastern region for 4A, who presided over the eastern conference sessions, and Bryan Houston, chairman of the board of Bryan Houston.

Barton A. Cummings, president of Compton Adv., counseled agency people (1) "to take the time to go to the technicians, to the engineers, to the production people of your clients and ask question after question after question" in order to know "thoroughly" the clients' products or services; (2) to "know the people in your own agency and take full advantage of the best brains that are available to you," not alone through group meetings but also through personal consultation on problems; (3) to learn thoroughly the client's marketing set-up, including distribution, sales organization and sales trends, distributors and dealers, sales promotion and merchandising—to "inject yourself into your client's business completely," and at the same time to know as much as possible about the client's competition; (4) to "know your client."

"Clients don't really give a damn for an advertising man whose only role is to please him, to yes him, to agree with him," Mr. Cummings said. "A client who is objective, and I think most of them are, will give you every opportunity to express your point of view and the reasons why you got there. He wouldn't be human if he agreed with you all the time. But as long as your purpose is proper and you have integrity and the courage of your convictions, he will never condemn you for trying to help him sell more of his product or service.

"So I urge you, in case the thought has not reached you, treat your clients as people. Show respect for their judgment, because often their ideas, whether they be creative, marketing or whatever, may solve the very problem that you are struggling with."

Mr. Cummings also offered these pointers:

"Don't be alarmed or overwhelmed by the advertising problems (and opportunities) facing you. Tackle them and you will find that you have a far greater capacity than you may now realize.

". . . If you should find, after tackling new, large chunks of advertising problems and responsibilities, that you have become so busy that you haven't time to think—then ditch all you need to of that workload until you *are* free—to think! . . . In short, seek your level of capacity and output that permits you the time and freedom of mind necessary to the solving of problems and the creating of ideas—for ours is still the business of ideas and there is no substitute for thought—or for the time to think!"

Bryan Houston, board chairman of Bryan Houston Inc., sketched "three specific areas of advertising skill which all of our younger people need to acquire and three character traits which they need to bring with them and which, incidentally, we need to encourage."

He stressed (1) "the ability to distinguish

WHEN YOU BUY ATLANTA...BUY waga-tv AND GET AN EXTRA SCOOP OF THE MARKET!

With its taller tower, maximum power, top local and CBS-TV programing, WAGA-TV covers a greater area and attracts more viewers, with the net result that advertisers get a whopping bonus for their money. WAGAland accounts for *more than half* of Georgia's population, retail sales, and spendable income. Write for full facts in booklet form, or ask one of our reps for a copy.

GEORGIA
1100 Ft.

TOP DOG IN THE NATION'S 21st MARKET

A STORER STATION

waga-tv

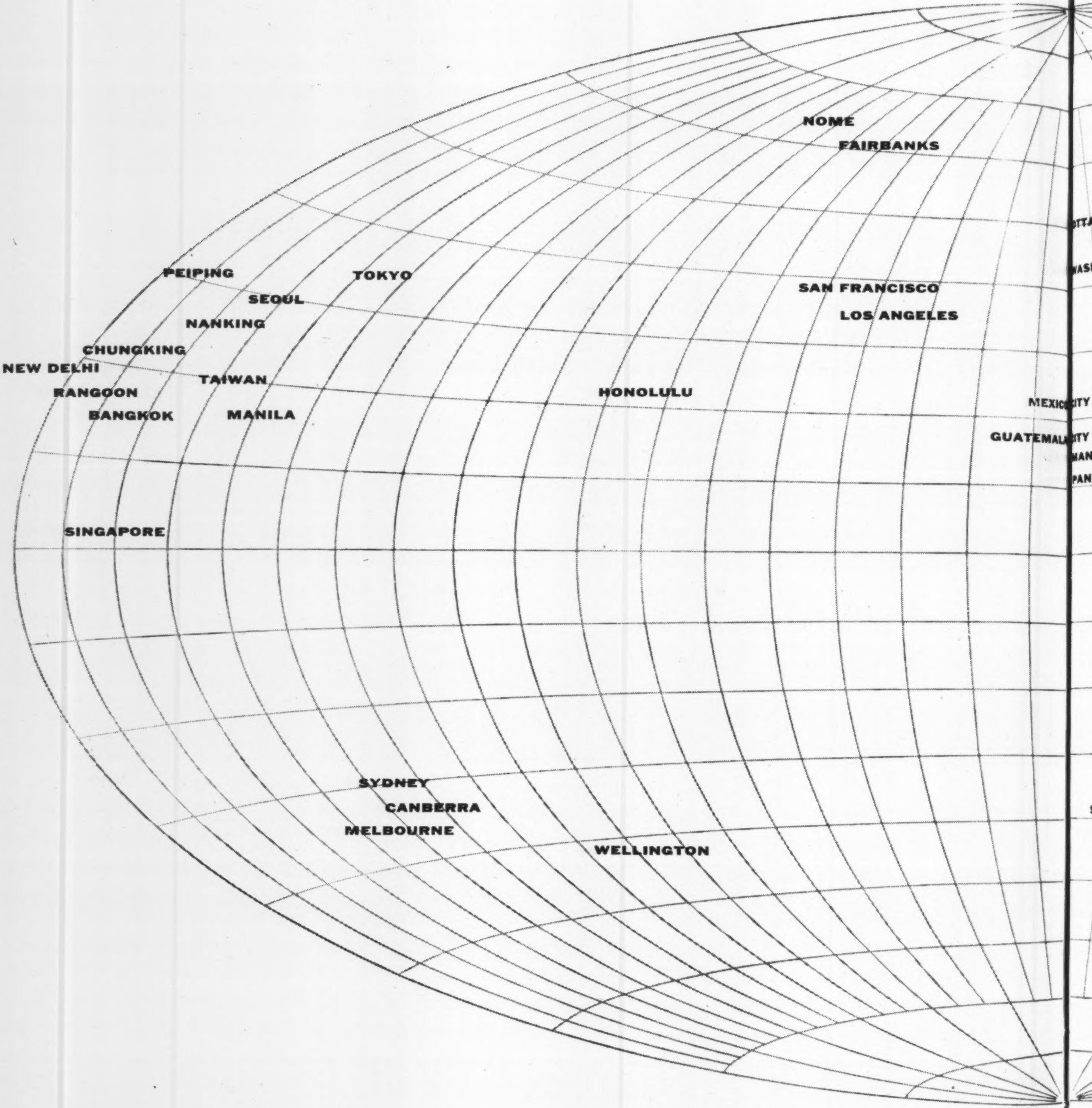
100,000 watts channel 5

—CBS-TV in Atlanta

Represented Nationally by
THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

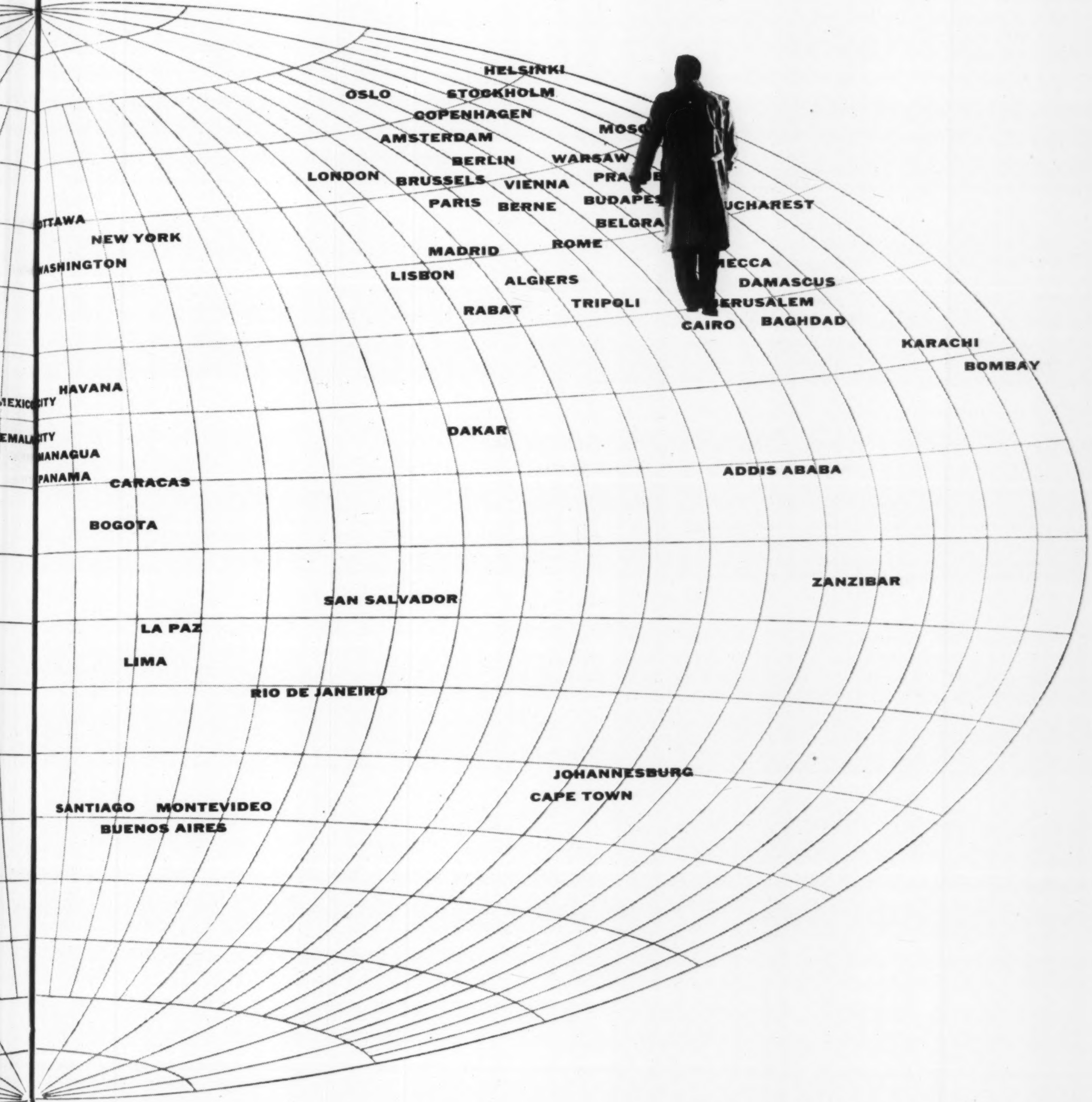
NEW YORK—118 E. 57th St.—TOM HARKER, *Vice President and National Sales Director* • BOB WOOD, *National Sales Manager*
CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.


NOME
FAIRBANKS
PEIPING
TOKYO
SEOUL
NANKING
SAN FRANCISCO
LOS ANGELES
CHUNGKING
NEW DELHI
TAIWAN
RANGOON
HONOLULU
BANGKOK
MANILA
SINGAPORE
SYDNEY
CANBERRA
MELBOURNE
WELLINGTON

CORRESPONDENT-AT-LARGE! Israeli forces march across the Egyptian border. Tensions in the Middle East, long smoldering, erupt suddenly.

In Los Angeles—8,000 miles across the face of the globe—KNXT newsman Clete Roberts, veteran World War II correspondent, prepares for immediate take-off. His assignment: eye-witness KNXT coverage of the conflict...a unique instance of a *local* television station with its own on-the-scene war correspondent.

Just the week before, reporter Roberts, with Grant Holcomb, flew to San Francisco


HELSINKI
OSLO
STOCKHOLM
COPENHAGEN
AMSTERDAM
MOSC
BERLIN
WARSAW
LONDON
BRUSSELS
VIENNA
PRA
PARIS
BERNE
BUDAPE
UCHAREST
TTAWA
NEW YORK
BELGRA
ASHINGTON
MADRID
ROME
ECCA
LISBON
ALGIERS
DAMASCUS
RABAT
TRIPOLI
ERUSALEM
CAIRO
BAGHDAD
KARACHI
BOMBAY
HAVANA
EXICO CITY
EMALA CITY
DAKAR
ANAGUA
PANAMA
CARACAS
ADDIS ABABA
BOGOTA
ZANZIBAR
SAN SALVADOR
LA PAZ
LIMA
RIO DE JANEIRO
JOHANNESBURG
CAPE TOWN
SANTIAGO
MONTEVIDEO
BUENOS AIRES

to cover the arrival of 31 survivors of a mid-Pacific plane ditching... telecast "live" on the early morning *Panorama Pacific* show and filmed for showing on other KNXT news programs later in the day.

The all-round reporting of Clete Roberts is but one example of KNXT's unequaled news and public service programming, which travels 500 miles—or 8,000—as a matter of routine, to provide top coverage. And one more reason as well, why KNXT continues, month after month, to be Southern California's favorite station. **KNXT**

CBS Owned • Channel 2 Los Angeles • Represented by CBS Television Spot Sales an idea from an adjective, the ability to tell a good ad from a bad one with greater accuracy than average," which he acknowledged is "so simple to say and is so difficult to do"; (2) the need to study "the channels of communication," or media, about which "nobody, but nobody, knows enough"; (3) the skill of planning, "a deceptively simple word" which actually requires much information including "a working knowledge of the peculiar economics of the consumer product involved."

"Regardless of what spot you have, or hope to have, in the agency business," Mr. Houston also admonished, "you must learn to think simply and to say simply what you have thought."

Among the key characteristics needed in the agency business, he continued, are "brains, integrity, and courage." He said:

"You'll need brains because this is a creative business. You must not only create new ways to stimulate sales, but frequently you must think of and justify new products and new improvements of old products to satisfy the new desires that you have created. You should have brains enough to grasp a working knowledge of communications, semantics, psychology and showmanship. You need brains enough to be able to acquire some knowledge of any client's business within a matter of weeks. Most of all, of course, it takes brains to create effective advertising.

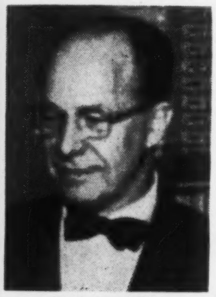
"You need integrity to an unusual degree because you are in a consulting business which grew out of a straight media sales operation. You are in a business where any client at any time has a right to ask for your opinion . . . Assuming you know something about advertising and assuming that your opinion is worth having, your client has every right to hear that opinion, or to hear you say, 'I don't know, but I will find out.' Your client has every right to rely on your integrity to the extent that any recommendation from you is a recommendation for the benefit of the client and not colored by what's best or easiest or cheapest for the agency. That is more strain on your integrity than the average man needs in his daily life.

"Most of all you need courage, because the American advertising agency is one of the last strongholds of creative capitalism. Just as every crook must have a mouthpiece, just as the sick and moribund must have healers, so every man who has a dream of building a business by making something better or cheaper or prettier or more convenient for America must have the help of an advertising man. The real reason why most people of the world are anti-capital-

NEEDED: NEW TALENT ON AD ROW

THE continuing need for new people in the advertising agency business was stressed at the management luncheon Tuesday by Melvin Brorby, senior vice president of Needham, Louis & Brorby, Chicago.

"To increase by 10% the effective use of our people," he said, "to reduce by 10% the restless moving about; to diminish by 10% the executive time spent in finding that great guy when we need him urgently — that could do great things for our business and for our balance sheets." But, he added:


MR. BRORBY

"To bring at least 10% of *new* people into our business each year—men and women from new sources outside the agency business—this seems to me to be perhaps the greatest opportunity and the easiest target. It's something each of us can start doing more of, beginning today. It is a far preferable alternative to the rash of cannibalism which breaks out feverishly—and which seems to be prevalent at the moment. This incestuous form of recruiting often takes on the form of fraternity rushing, and makes me wonder if we haven't gone back to being freshmen and sophomores."

Mr. Brorby cited J. Walter Thompson Co. President Norman Strouse's documentation, at the AAAA convention last spring, that the agency field needs to enlist 2,100 new specialized people each year for the next 10 years, based on present and anticipated expansions in advertising.

He noted that Mr. Strouse himself, Compton Adv.'s Chairman Robert Holbrook, Young & Rubicam's President Sigurd Larmon, and Kenyon & Eckhardt's Chairman D'Arcy Brophy were among current advertising leaders who started out in other fields and "came into the agency business rather late and somewhat unconventionally." He continued:

"If young men [like these] have demonstrated in other jobs that they are good executives, that they get along well with people, that they have developed the ability to solve problems, that they have an understanding of business and what it takes to make a sale—then surely there must be some way in which we can discover and make use of their fresh talents in our business.

"Certain of our departments are more logical entry points for these outside people. In our media, research, marketing or merchandising departments they may find their talents and experience more immediately usable.

"But perhaps without an intermediate stepping stone, some could move, with a period of training, directly into our account divisions. I have a hunch that some of them might even make a great success in copy [which is also] a thinking department, an idea department, a problem solving department — whose members, of course, have to be able to write simply and clearly and, at times, imaginatively."

In addition to seeking personnel from other businesses, he continued, "of course we must continue and even increase our efforts to bring keen young men into our business when they leave their universities." But that "is not so much my thesis as the broadening of our procurement policies so that men at several age brackets may find their way into our business without having to start at the $1,200-a-year training salary that was offered Bob Holbrook when he was already earning $10,000."

Mr. Brorby suggested that agencies might be well advised to "free one of our important staff key executives to spend a considerable amount of his time" in the search for new agency people.

He conceded that not all people thus hired would be "immediate and great" successes. But neither are all men who're lured away from other agencies—sometimes at prices that prove excessive, he added.

Another important factor in solving personnel problems, Mr. Brorby continued, is "the loving care of those people who are already members of our organization." He advocated "objective and frequent appraisals" of all staff members, with an eye not only on salaries but also on "job fulfillment and job satisfaction." As a corollary he proposed "a policy of promotion wherever possible without failing too long and without being afraid to move a man from one department to another."

"Lastly," he said, "but certainly of the greatest importance, management needs to supply its people with those incentives, attitudes, encouragements, working conditions, which provide a climate for growth and individual fulfillment and which make unnecessary the continual shift from one agency to another which is altogether too common a characteristic of this business.

"Profit-sharing, insurance, pension plans and, of course, fair salary treatment are some of the standard devices. Wide stock ownership can be even more useful, as we have found ourselves. Over half of our entire organization own stock —which means all of our important and key and older people do."

He called also for leadership which understands personnel's need for "job satisfaction," pointing out that "there can be greater satisfaction in being a respected member of a happy, effective group than in making a lot of money."

Making more effective use of existing personnel, he pointed out, is still another approach to the solution of the manpower problem. He cited "meetings" and "communications" as two areas alone in which "we can save many hours by learning new methods."

THE CODE 3 SUCCESS STORY

FIRST in audience appeal . . . rated top syndicated film in Portland (31.7*) and San Diego (27.4**), **FIRST** in time period in San Francisco (13.0**), Spokane (27.4**), Seattle (15.7**), Kalamazoo (15.5*), Wichita (52.7*) and St. Louis (18.2*).

FIRST in excitement, presenting thrilling "Front Page" dramas based on *actual police cases* taken from the files of world-famous Sheriff Eugene W. Biscailuz, of Los Angeles County . . .

FIRST to dramatize the personality of the group of law enforcement officers in action, with thrilling stories of arson, air, sea and mountain rescues, murder, robbery, juvenile crime. Stirring case histories to build audiences of all ages!

FIRST with top advertisers . . . making headline news in sales . . . Miller Brewing, National Biscuit Co., Safeway, General Electric, General Tire, Petri Wine, etc.

PASSING
SECUTED
NY

FIRST in sales results . . . testimonials pouring in . . . renewals months in advance . . . excitement and recognition for *you* and your product.

Wouldn't YOU like to be **FIRST** in your market? Let "Code 3" . . . signal for flashing lights and screaming sirens . . . be your signal for action. *Write, wire, phone for complete details.*

ABC
FILM
SYNDICATION

*Pulse **ARB

ABC FILM SYNDICATION, Inc.

10 East 44th St., New York City, OXford 7-5880

ists has nothing to do with the fact that capitalism produces more for everybody than any other economic system. The trouble with capitalism is that it takes courage.

"As the vital organ of American capitalism, the agency is a bad place for a youngster who is primarily interested in security. Agencies do not get alimony and there is no old age pension for the 45-year-old agency man who has lost that elusive, but essential, quality of thinking primarily for the future. The agency business can be very cruel. It is possible to do a good job and still lose an account. It is possible to do good work and have it brushed aside, but nowhere have I found an equal opportunity to put as much of my time against productive work. Nowhere have I found as great an opportunity to do work that helps to bring prosperity to so many people. Nowhere do I see an equal opportunity for a youngster to stand on his own two feet and carve out for himself a place in the world without climbing on someone else's back or waiting for the man ahead of him to die."

James H. S. Ellis, president of Kudner Agency, told the agency audience that "the creative challenge to each of you individually is to write advertising which *makes the people think you know what you're talking about*—and *believe what you say*—and to do the job in a way that *makes interesting reading or listening.*"

He said that research and surveys serve "a very useful purpose," but that "all the surveys and research in the world can't do your thinking for you." The objective, he asserted, is to write copy that "will get people to do what you want them to do, because of what you have said."

"We can give advertising a black eye," he continued, "if we write advertising that is apparently insincere, needlessly boastful, or simply dull."

He emphasized that "every client's product is interesting and . . . our job is to put a finger on that interest." The creative writer, he continued, not only must know his client's product but should "know competitive products too."

"We are not," Mr. Ellis concluded, "a mass-production industry. What comes out of any agency is the creative work of individuals. And, if we as individuals work with tongue-in-cheek—if our attitude is flippant —or cynical—or lazy—the public is entitled to conclude that we are, in fact, the phonies that our critics say we are."

George H. Gribbin of Young & Rubicam presided over the "look-ahead" session.

Dr. Ernest Dichter, president of the Institute for Motivational Research, announced a new method for measuring consumer response patterns to tv commercials in a speech at the radio-tv creative workshop Tuesday afternoon, and some of the "headaches in producing color commercials" were explored by a panel under Jack Sidebotham, art director of Young & Rubicam.

These "headaches" related primarily to the reproduction values of colors and precautions to be taken to make sure that they come through faithfully. The questions were put by Steve Frankfurt, Y & R, and Robert Peterson, Dancer-Fitzgerald-Sample, to Charles G. Barkley of CBS-TV and Ed Bennett of NBC.

In another feature of the radio-tv workshop, which was headed by Vice President John F. Devine of J. Walter Thompson Co., the agency people were shown a sampling of foreign theatrical commercials.

Brief talk on the musical jingle and its relationship to popular records was delivered to the tv-radio creative workshop by Mitch Miller, director of popular artists and repertoirs, Columbia Records, who followed substantially his remarks made earlier in the month at Radio Advertising Bureau's National Radio Clinic [B•T, Nov. 5].

He reminded that both the jingle and the hit record vie for listener attention, that the jingle, therefore, must be simple and "yet have enough color, performance and humor not to be dull." Simplicity can be achieved, he thought, without letting a 20-second or minute spot "degenerate into a contest with a stop watch to see how many facts can be crammed and stuffed into the allotted time."

Author Ed Shepherd Mead *(How to Succeed in Business Without Really Trying* and *How to Get Rich in Tv Without Really Trying),* who retired last January as tv copy chief and a vice president of Benton & Bowles, New York, salted his talk on copywriting at the print creative workshop with typical take-offs on agency methods in creating ad copy.

Mr. Mead warned that "more and more advertising is becoming dull, repetitious, and imitative because, more and more, it is being written by committees.

"A good idea, in advertising or anyplace else, has a kind of shape to it. It has corners on it. The trouble with a committee is that it can't stand corners. A committee has to knock the corners off, so that every idea will have the same shape."

He suggested that more advertising be written which has in mind the "people who are going to buy the product—and not . . . the five different committees you know are going to have to approve the ad."

Speakers participating in the account management workshop on Wednesday afternoon were James D. Webb, president, C. J. LaRoche & Co., New York; Richard S. Lessler, vice president, marketing and research, Grey Adv., New York; John Toigo, vice president and director of marketing, Joseph Schlitz Brewing Co., Milwaukee, and Vincent R. Bliss, president of Earle Ludgin & Co., Chicago. George M. Prince, executive vice president, Charles L. Rumrill Co., Rochester, presided at the session.

Mr. Webb, exploring the topic of "How To Keep Pace With the Changing Nature of Account Management," urged executives not only to maintain "an abiding interest in advertising and be a student of advertising but to be creative in your own thinking."

Mr. Bliss discussed the assigned question of "How Should Account Management Concern Itself With Profits?" and immediately replied: "This is not account management's job at all. Account management should concentrate single-mindedly on making profits for the client." He noted that at Earle Ludgin the agency has no contract with the clients and can be fired at any time, and added that agency would feel justified in discharging an account executive who was

WHAT HOUSEWIVES WANT IN COMMERCIALS

A DEPARTURE from the usual in this year's broadcast media session was the scheduling of a "housewife" to address agency folk on how the housewife looks at tv commercials. The "housewife"—Mrs. Jean Wade Rindlaub, former BBDO vice president—emphasized that "we're all tired—me and my friends, and we don't want to be YELLED at."

MRS. RINDLAUB

"They like a quiet approach, soft sell, low pitched voices, natural, real commercials that explain things as you would to a friend.

"They like imaginative, entertaining commercials that are simple, sensible, logical and short. . . .

"They dislike long commercials and screaming, hammering, hard pressure commercials and exaggerated claims and strident voices and general overbearing loudness.

"They dislike overglamorous people and overdistorted situations. They don't like you when you sound coy or stilted or inane or even dull."

What would the housewife like in tv commercials?

Said Mrs. Rindlaub: ". . . more cartoons, more short, simple, direct commercials, more information and service, food service, beauty care service, home care service, more natural, softer speech, more natural people, more humor and wit, more imagination, more daring, more demonstrations, more genuine sincerity and enthusiasm, more believable claims."

She continued, "nothing in there, when you come right down to it, that would be very hard to supply." The housewife is not very different from the agency man when he is at home, Mrs. Rindlaub observed, watching and liking substantially the same things. She suggested that "some of those feelings that you and your friends have" should be remembered "when you're writing [copy] to me and my friends."

NOW*
IN PHILADELPHIA

for less than **$15⁰⁰**

you can buy 1 minute spots* on WIBG's . . .

TOP-o'-the MORNING SHOW

It's no wonder sponsors are picking up the tab fast. The Hottest Morning Man in Philadelphia . . . that's TOM DONAHUE. Here at last, is an outstanding morning personality that is realistically priced. (See chart below)

Before they are out of bed, radio clocks are automatically set to the bright spot on the dial . . . 990 . . . it's a Phila. habit. Distinctive style ala Donahue plus WIBG's POWER PACKED 10,000 Watts make the big difference! If you want more sales at a lower cost . . . you want Tom Donahue. Call Radio Representatives today!

TOM DONAHUE

Bubbling brimming "Big Tom's" personality is a real morning waker-upper.

TOP-O'-THE MORNING with TOM

*ANNOUNCEMENTS	ONE MINUTE	THIRTY SECONDS
1 Time	$30.00	$21.00
13 Times	29.00	20.50
26 Times	28.00	20.00
52 Times	27.00	19.50
104 Times	26.00	19.00
156 Times	25.00	18.50
260 Times	24.00	18.00
312 Times	23.00	17.50

ADDITIONAL DISCOUNTS: Deduct 15% from above rates for announcements prior to 7:00 AM or after 9:00 AM • Announcements: Six announcements a week, deduct 10% off the earned frequency • SPECIAL RATES for NEWSCASTS.

CHARTER ADVERTISERS

signing before December 29, 1956 deduct 15% from net price on all 13 week firm contracts.

WIBG

SUBURBAN STATION BLDG., PHILA. 3, PA., RI 6-2300
National Representative: RADIO-TV Representatives

990
10,000 WATTS
Pennsylvania's most powerful independent

"I see by B•T. . ."

So says an important agencyman about information from Broadcasting • Telecasting. So *any* executive interested in what happens on the radio and television scene might say.

B•T, with the largest staff in the field, reports in 85,000 informed, informative and pertinent words a week, exactly what took place—in Paducah, on Madison Avenue, in Congress, in the FCC, ABC, NBC, CBS, MBS and points N, E, W and S.

B•T, the only vertical news magazine specializing in radio-television coverage *with ABC Membership,* reaches the men and women who matter. Readers get first-hand information and advertisers get their money's worth.

FLOWERS FROM RECENT BOUQUETS:

Missouri Journalism Award

Advertising Club Achievement Award

FCC-NARTB Plaque

Erdos & Morgan Survey
Editorial Confidence
(Overwhelmingly favored among 7 publications in the field)

Erdos & Morgan Survey
Readership
(Read by 90% of executives surveyed in radio, tv and advertising)

"Maybe we don't always agree with what your editorials say, but you are the epitome of independence and fearlessness in what you say on your editorial page."
—George C. McConnaughey,
Chmn., FCC

"The broadcasting industry is fortunate in having your fine facilities always ready and available to cover the news."
—David Sarnoff,
Chmn. of the Board, RCA

"B•T deserves the commendation of the entire radio-television industry for its comprehensive and accurate reporting in the past quarter century."
—Leonard H. Goldenson,
Pres., AB-PT

". . . salute you for the outstanding job you have done in reporting and commenting on (25) significant years."
—William B. Lewis, *Pres.*
Kenyon & Eckhardt

". . . high esteem in which the entire broadcasting industry holds you and your fine staff . . ."
—Thomas F. O'Neil, *Pres.*
RKO Teleradio Pictures Inc.

"You and your associates through B•T have over the past 25 years made outstanding contributions to the radio and television industry . . ."
—Arthur Fatt, *Pres.*
Grey Adv. Agency

". . . reminded of the truly marvelous prestige and stature you have attained."
—C. Terrence Clyne,
Chmn., Plans Review Bd.
McCann-Erickson

". . . I can't remember when I first started reading your publication, but I do know that to this day I can't start Monday morning without it. B•T is not only my recording secretary, but it is where I look for the new trends and studied opinions . . ."
—Arthur Hull Hayes
Pres., CBS Radio

"May your next 25 years be as worthy and fruitful as your first quarter century."
—Ben Duffy, *Pres.*
BBDO

26TH YEAR

BROADCASTING
TELECASTING

the businessweekly of radio and television

TELLS THE WHOLE STORY
ON TIME

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

handling his clients "with one eye on agency profits." He pointed out it is the duty of the account executive to make clear to a client the precise cost of a campaign and the extent of the services to be offered by the agency.

Mr. Lesser, who spoke on "How Proper Account Management Can Broaden and Increase Creative Output," subtitled his talk "The Fifth Freedom," which he described as "the psychological freedom—the freedom to think." As a means of attaining "the freedom to think" on all levels of an advertising agency, Mr. Lesser offered these suggestions: avoid the practice of "foolish consistency," explaining that because a policy has been established and accepted by a client over a period of time does not mean that new ideas cannot improve it; do not nourish the fear of controversy, because "controlled controversy" is a stimulant to ideas and should not be rejected on the basis of fear; avoid the "folklore of time," which dictates that an idea must be conjured up immediately because of actual or alleged pressure from the client; stress intelligence rather than experience in hiring employes; learn to use "the quiet people" in the agency, who may not be dynamic and forceful but who can be active contributors in the proper environment.

Mr. Toigo, who spoke on "How To Build An Effective Agency-Client Relationship for Greater Productivity," stressed that advertising does not suffer from a scarcity of ideas, but said that many of the ideas are not applicable for a particular product in terms of the advertiser's objectives and perspective. He insisted that ideas should have direct application for the advertiser at the time they are required by him, and recounted several stories of "successful ideas" in certain regions of the country, which proved to be failures at later dates in other parts of the country.

Cooperation With Agencies

A workshop treating agencies' cooperation with sales was a feature on the Wednesday afternoon agenda.

P. Townsend Griffin, vice president of Benton & Bowles, illustrated, with the aid of slides, how various analyses of a client's sales figures can aid advertising plans.

He pointed up some case histories: How a manufacturer's sales figures jumped in the standout sales areas via a test run at the suggestion of the agency, which had noted that the client's concentration on bringing up sales in low areas had failed, and another in which the client's sales chart showed no peaks and valleys but whose products were not getting an equitable share of all regional markets (cure: concentration on markets where the share was weak).

In a third case history, he showed how the agency found a correlation of distribution with share of the market for a cosmetics maker, and in a fourth, Mr. Griffin noted the agency merchandising man found the answer to a client's advertising problem by studying trends of other products (cure: more sales were going to many products packaged in larger sizes, client did the same and increased his total sales).

Asserted Mr. Griffin: "whatever your conclusions, whatever your plan, *test first.*"

Dan E. Shea, vice president and merchandising director, Lennen & Newell, delivered another slide demonstration pointing up merchandising aids on the retail store level.

William Nevin, vice president of Compton Adv.'s marketing department, who also presided over the sales workshop, stressed that the success of agency people will be "to such a degree in direct proportion to how well this critical function" of selling is performed.

William Holden, vice president and account supervisor, Doherty, Clifford, Steers & Shenfield, noted that more than 85% of his agency's billing includes products sold through grocery stores, thus underlining the importance of DCS&S's "store panel." This panel was made up in agreement with a retail grocery chain that lets the agency audit certain products and competitive products every two weeks for an accurate unit count. With this continuing data on store traffic on hand, the agency has set up a number of test techniques, covering both its clients and competitors.

Also on the program was David Palmer, merchandising chief, Erwin, Wasey & Co.

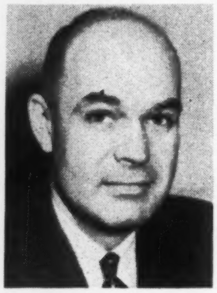
THREE WAYS TO SPEND $750,000

• Agency heads chart theoretical campaigns at AAAA meeting

• Plans differ, but broadcasting stressed over all other media

BROADCASTING is the medium that should be used predominantly in a campaign for a product identified only as a "potable," according to a conclusion reached by three panelists during the media buying workshop at the AAAA's Tuesday afternoon session. Theme of the session was "How to Plan Media Strategy."

Several weeks before the AAAA meeting, James J. McCaffrey, vice president and media director of Ogilvy, Benson & Mather, New York, had asked the panelists to prepare media plans for the unidentified advertiser in line with the following information: the yearly advertising budget is $750,000; the product is distributed east of the Mississippi in both the northern and southern sector and is drunk more heavily in the north in the winter and in the south in the summer; it is bought largely by housewives in the middle-income and lower-income groups: is consumed more heavily in the urban areas and among large-sized families, particularly those of Anglo-Saxon origins; each of three competitors has an advertising budget larger than the "potable," ranging from one-and-one-half to three times as much.



MR. PORTER

Disagree on Use

Although all three panelists agreed on broadcasting as the favored approach to this marketing problem, they disagreed on use and degree of use. E. L. Deckinger, vice president in charge of media strategy, Grey Adv., New York, outlined a campaign utilizing daytime television exclusively; Arthur A. Porter, vice president and executive media director, J. Walter Thompson Co., New York, blueprinted a plan strong on radio network participations, spot radio schedules, and seasonal radio announcements, supplemented by limited newspaper usage; Lee M. Rich, vice president and associate media director, Benton & Bowles, New York, evolved strategy that would allot 84% of the budget to spot radio and 16% to Sunday supplements and comics.

The panelists' unanimous choice of broadcasting as the prime vehicle of this product campaign, under the marketing conditions prescribed, was bolstered at the conclusion of the talks when Mr. McCaffrey revealed that the "potable" product advertiser in actuality was the Tetley Tea Co. and last spring its agency, Ogilvy, Benson & Mather, decided to invest the total $750,000 budget in spot radio.

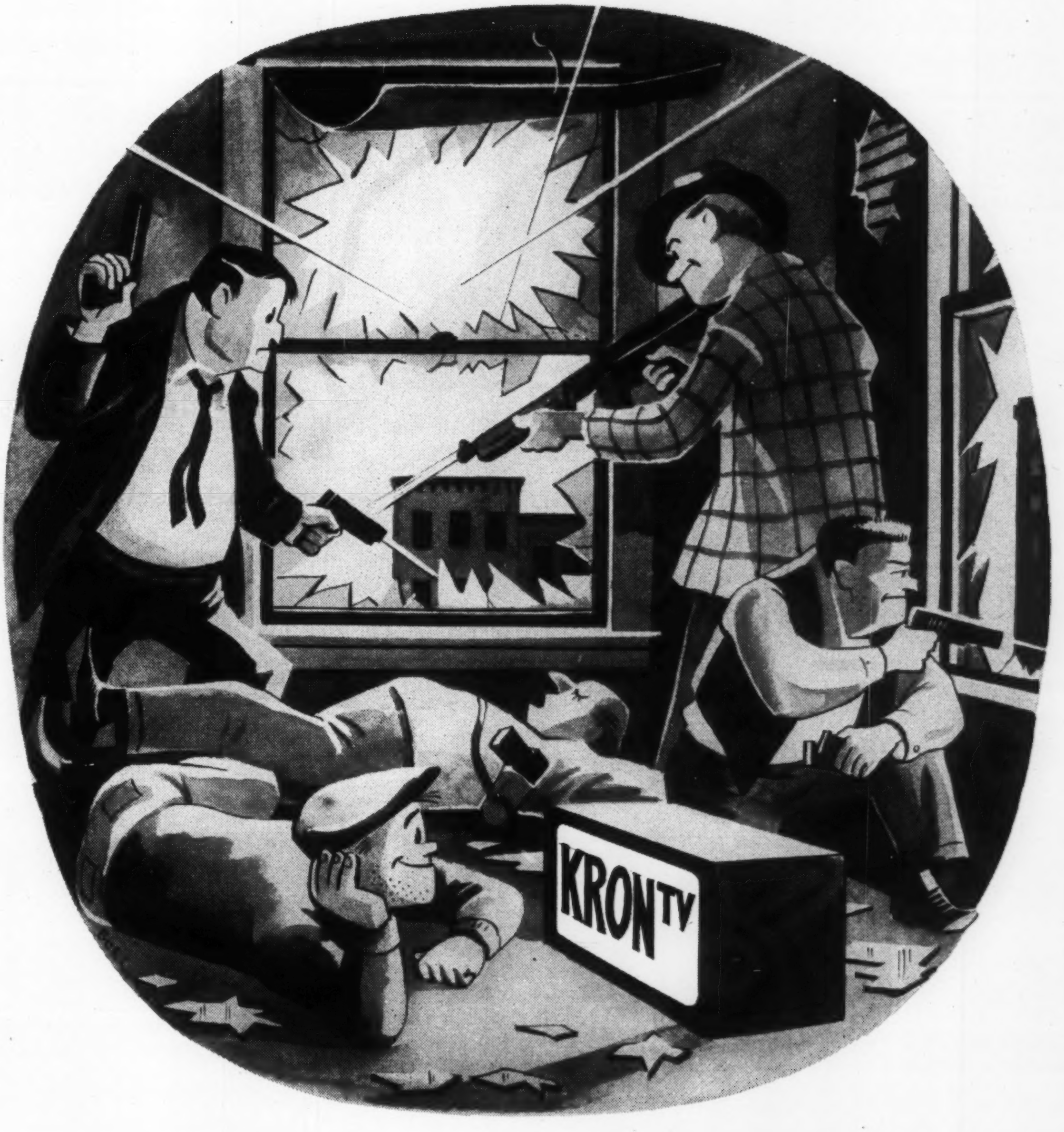
Dr. Deckinger, who was in favor of investing the entire $750,000 in daytime spot television in 42 markets in the products distribution area, hedged to the extent that he would place some of the funds in nighttime tv and spot radio if judicious buying in daytime tv "left some money over." Dr. Deckinger reported he made his decision after considering the marketing information provided by Mr. McCaffrey and voiced the belief that daytime tv would be effective because (1) the "potable" product lends itself to demonstration (2) the product is bought by women and appeals to larger families; (3) the flexibility of the medium permits purchase of time to conform with seasonal sales pattern of the product and enables the advertiser to buy "strong" in some areas and reduce purchases in others.

DR. DECKINGER

MR. RICH

Dr. Deckinger was echoed by subsequent speakers in stressing that a $750,000 budget could create "excitement" only by placing its strength in one medium, considering that three other competing companies had larger advertising budgets. He noted that he might

KRON is TV in SF



San Francisco is sold on KRON-TV

CINEMA
SHOWPLACE
MTW 10:30 PM
AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

WANT SOME

ALLEN BAUTZER
KYW-TV, Cleveland

JUNE BUZZELLI
KDKA, Pittsburgh

ED WALLIS
KYW, KYW-TV, Cleveland

JIM ALLEN
WBZ-TV, Boston

CHRIS CHRISTENSEN
KEX, Portland, Oregon

ROY SCHWARTZ
WBZ+WBZA
Boston-Springfield

DAVE LEWIS
KDKA, KDKA-TV, Pittsburgh

BILL RYAN
KPIX, San Francisco

HILDA WOEHRMEYER
WOWO, Fort Wayne

JANET BYERS
KYW, Cleveland

E ACTION?

CHICK KELLY
WBC Assistant National
Promotion Manager

DAVE PARTRIDGE
WBC National
Promotion Manager

A *big* audience is only *part* of the battle—you want an audience that gets up off its money and *buys*. Which is where our *Promotion Managers* come in. Westinghouse Broadcasting's Promotion Managers help build *loyal* audiences for WBC stations—audiences that believe what they hear because they believe in WBC.

Tell you what—if you can't get audience action from WBC top audience, top ratings, top talent, top programs, in top markets with top coverage—sparked by TOP PROMOTION—then, save your money, it can't be had!

But if thousands of big and small advertisers are any criterion, it *can* be had on WBC. So, if you're looking for more audience action, call A. W. "Bink" Dannenbaum, WBC Vice-President—Sales, at MUrray Hill 7-0808, New York.

No Selling Campaign is complete without the WBC Stations

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Support the Ad Council Campaigns

Continues from page 56

not be achieving "dominance" over the competitors who may well be in tv too, but felt that with judicious buying of spots, adjacent to programs reaching desirable audiences, the budget could accomplish its objective of raising the brand's share of market.

Mr. Porter's master-plan encompassed purchase of five 7½-minute segments on CBS Radio daytime programs for 52 weeks; five spots a week on 102 stations in 100 markets, heavy on Thursday and Friday; 10 spots a week on radio during the "season" (in the North from November to March and in the South from April to September), plus insertions in 57 newspapers during the respective "seasons," tied to a premium contest. Mr. Porter volunteered that he "wheedled" the funds for the newspaper promotion, amounting to an added $150,000, out of "client" Mr. McCaffrey, pointing out that his broadcasting investments had accounted for the original budget.

Mr. Porter's reasoning for the heavy emphasis in daytime network and spot radio was that the advertising effort required broad coverage of a large area at maximum frequency, and was designed to reach women as a whole and particular types (those with large families and of Anglo-Saxon origin). He felt that daytime programs also would reach women during noontime meals or in the early afternoon when they could be more responsive to advertising for "a potable." He felt that the print campaign could bolster the primary broadcasting push because newspapers provide "strong coverage" in urban areas and are effective for tie-in promotion contests.

Mr. Rich's solution to the marketing plan was to utilize 52 weeks of spot radio, concentrated in the distribution areas of the product at a cost of $628,000. He recommended from 15 to 25 spots a week, depending on the size of the market and its potential sales, scheduled in the early morning and noon. He advised placing the remaining $122,000 in Sunday supplements and newspaper comic pages during the peak seasons of the product.

His choice of spot radio, Mr. Rich said, was dictated by the need to appeal to a large audience at times of day and in seasons when listeners would be most receptive to the sales message. Spot radio's scheduling flexibility, he indicated, was most suited to satisfy these requirements.

All speakers cited the comparatively low budget of $750,000 as a deciding factor in shaping their media strategy. Except for Dr. Deckinger, who selected daytime tv, the other panelists and Mr. McCaffrey ruled out television, magazines and newspapers as "too expensive."

Mr. McCaffrey revealed that the actual plan for Tetley Tea Co., as drawn up by OB&M, earmarked the entire budget of $750,000 in spot radio on 11 stations, scheduled in 65 major markets in Tetley's distribution area. Tetley bought 10 to 40 announcements per week, Mr. McCaffrey said, at an estimated cost-per-thousand of $.84.

In addition to the other considerations cited by other pro-radio speakers, Mr. McCaffrey mentioned that tv, magazines and newspapers were ruled out not only because they were costly but because it was felt that the "visual appeal" did not constitute a vital copy element. He said the reasoning was that tea could be made appealing in copy by stressing "special blend" and "easy preparation," and the sound of boiling water could be communicated clearly on radio.

A summation and critique that challenged the planning of all speakers, including Mr. McCaffrey's, was presented by Dr. Leo Bogart, director of account research services, McCann-Erickson, New York. One of his main criticisms was that the detailed market profile Mr. McCaffrey provided did not affect the basic decision to use spot broadcasting. He claimed that all speakers seemed more concerned with breadth of coverage, frequency of impression and cost per thousand than with any selective targeting.

Dr. Bogart, examining the reasons that led the panelists to select spot broadcasting as the dominant medium, listed the size of the budget and the regional character of the product's distribution as the important considerations. He noted that all four plans appeared to be the product of judgment by the specialists and not formulated "with the aid of a slide rule, magic formula or a rule book."

NEW, BETTER RESEARCH ASKED BY ARF

325 attend second annual session; tripled advertising seen by 1966

A NEED for new and better research in both television and radio was pointed up by advertiser, agency, and media authorities almost in unison as the Advertising Research Foundation held its second annual conference last Thursday in New York.

This radio-tv highlight emerged from separate workshop sessions which were part of an all-day program that included a forecast that advertising in the U. S. may triple itself to a $30 billion annual volume by 1966; a demonstration of a new printed advertising rating technique that may also be applicable to television, and explorations of the future in broad terms of changing and expanding markets.

A capacity crowd of some 325 agency, advertiser, and media executives was on hand for the workshop and general sessions, which were preceded by an ARF subscribers annual meeting at which Dr. W. H. Wulfeck, William Esty Co., was named chairman of the foundation board and other officers were elected for the coming year (see separate story page 62). CBS Radio President Arthur Hull Hayes was program chairman for the conference.

A general session and three simultaneous workshops—on radio, on television, and on printed media—occupied the morning program, while the afternoon was devoted to a broad "look ahead" theme.

TV Workshop Emphasizes Need For Commercial Impact Research

With more advertising dollars flowing into television, research of necessity must go beyond seeking a measurement of the number of homes reached, and enter—no matter how timidly at first—the wide and more complex field of tv commercial impact.

In brief that was the message underscored by a quartet of leading experts in tv research at the television workshop, each of whom talked of various provocative aspects of the general theme.

ARF's national survey of tv sets in U. S. homes as of August 1956 is slated for release this month or in January.

Highlights of last week's sessions included:

- Disclosure by two agency researchers that their individual firms were conducting independent surveys, experimental in nature and pointed toward "research of the future."
- Call on the ARF by Jay Eliasberg, acting director of research, CBS-TV, that it consider pooling its resources to investigate the area of advertising impact rather than audience size.
- A warning by an agency executive—Bernard (Bud) Sherak, research director of Kenyon & Eckhardt, New York—that more "careful and systemic" evaluation be made of findings of promotional research, noting that from time to time agencies and their clients must rely on such research in both media planning and decision making.

New tv research projects at their individual agencies were related by Ben Gedalecia, research director of BBDO, New York, and William Weilbacher, executive assistant to the vice president in charge of media research and merchandising of Dancer-Fitzgerald-Sample, New York.

Main point of Mr. Gedalecia's talk was that BBDO has discovered, via its specialized research project on the "consumption of media—what people do with it once received," that an element of the population, which uses more than one medium, is inclined to be a heavier user of each of the media as compared to those people who confine themselves to one or possibly two advertising media.

Mr. Gedalecia hinted that if these findings are "true"—that is, substantiated in additional studies—the implications for all of the advertising field can be far-reaching. Marshaling these findings, an advertiser perhaps can then seek out how best to redesign his advertising, using the qualities of each medium.

He emphasized that the research indicates a two-fold function in this element—that is, these people are the first to try out new products advertised and act as "demon-

Now Nielsen proves it . . . .

KXLY's YOUR BEST SPOKANE BUY!

LATEST NIELSEN REPORT SHOWS KXLY LEADS SPOKANE MARKET COVERAGE IN FOURTEEN OUT OF SIXTEEN RATING CATEGORIES!

Results of the first comprehensive Nielsen survey ever taken in Spokane's huge Inland Empire market prove conclusively:

KXLY-TV delivers more audience, reaches a greater area, in 14 out of the 16 categories Nielsen measures.

What's more KXLY delivers 11% more audience in weekly circulation at 23% less cost than its nearest competing station!

Nielsen
SPOKANE MARKET REPORT
November, 1956

TOTAL INLAND EMPIRE

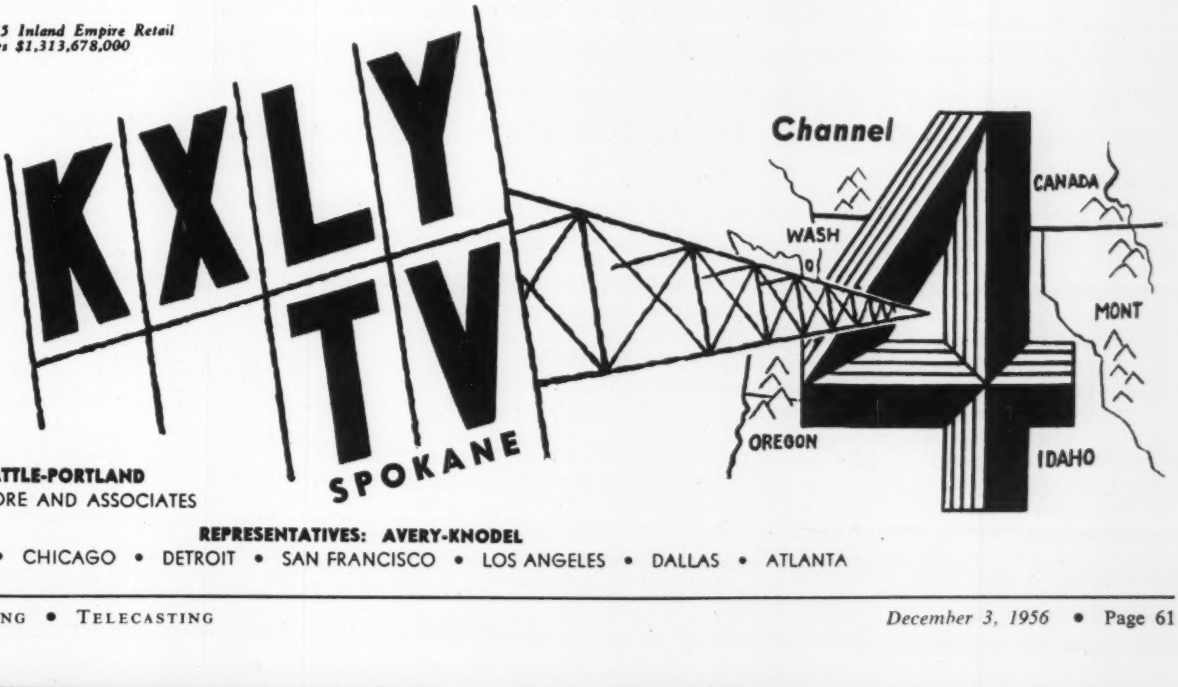
	TOTAL HOMES IN AREA	NUMBER HOMES REACHED	WEEKLY HOMES REACHED	TV HOMES IN AREA	DAYTIME WEEKLY CIRC.	DAYTIME DAILY CIRC.	NIGHTTIME WEEKLY CIRC.	NIGHTTIME DAILY CIRC.
KXLY-TV CBS-Chan. 4	**261,300**	**120,190**	**118,520**	**133,740**	**105,803**	**73,390**	**118,420**	**97,330**
Channel 6	224,600	111,150	109,120	122,680	95,180	66,330	108,810	91,180
Channel 2	224,600	107,740	103,570	122,680	78,700	50,060	102,720	73,530

SPOKANE COUNTY COVERAGE

	TOTAL HOMES IN AREA	NUMBER HOMES REACHED	WEEKLY HOMES REACHED	TV HOMES IN AREA	DAYTIME WEEKLY CIRC.	DAYTIME DAILY CIRC.	NIGHTTIME WEEKLY CIRC.	NIGHTTIME DAILY CIRC.
KXLY-TV	**82,900**	**62,510**	**62,510**	**62,510**	**54,440**	35,310	**62,510**	51,000
Channel 6	82,900	62,510	62,130	62,510	52,500	**35,380**	62,130	**53,570**
Channel 2	82,900	62,510	61,500	62,510	43,560	28,190	61,500	44,810

TAP THE BILLION-DOLLAR SPOKANE MARKET WITH THE COST-LESS NO. 1 STATION*

**1955 Inland Empire Retail Sales $1,313,678,000*



SEATTLE-PORTLAND
ART MOORE AND ASSOCIATES

REPRESENTATIVES: AVERY-KNODEL
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • DALLAS • ATLANTA

straters" to others, voluntarily inducing purchases of newly advertised products by "light users" of advertising media.

For the advertiser, this "two-fold function" would suggest that the advertising be prepared to aid this element "in doing their 'demonstration' job [of products] better."

BBDO launched its project with an assumption that "something was missing" from the description of audience in terms of a single medium, network, magazine, newspaper, etc., he said, and explored the problem of how the individual uses media—is he a heavy user or a light user? Does media fill a want? Does it move from one person to another? Is there a "consumer of media *per se?* he asked.

The agency's research consisted of depth interviewing, asking the respondent what he or she "did yesterday." It was found that only a "tiny fraction" of the population does not use any media, but that one out of six persons using media was in the audiences of four different media. Another finding revealed that 93% of "yesterday's tv audience" did not use tv exclusively.

Mr. Gedalecia said results indicated that the more media an audience member used, the greater amount of each of the media was consumed. (If a one-medium user, for example, consumed one hour with that medium, then a two-media user would consume perhaps 1½ hours of that same medium.)

In exploring the makeup of the 1 out of 6 audience which consumed at least four different media, BBDO researchers found them generally to be younger, to be more interested, to be of greater sociability, to entertain more, to attend motion pictures more frequently, than other media users. And—of greater importance to the advertiser—to be more venturesome (more likely to buy more things), more ready to accept new things or products and likely to talk more about them.

Powerful Minority

Thus, he noted, there is an indication that the heavy brunt of advertising reaches a group of media users that is smaller in numbers but inclined to "move the word out" and who "will buy new things of the advertiser." Mr. Gedalecia, who earlier in the week presided at a research workshop of the American Assn. of Adv. Agencies' eastern conference (see story, page 46), noted some similarity in the BBDO approach with Dr. Paul Lazarsfeld's discussion of "opinion leaders" or "influencers."

Mr. Weilbacher made his point succinctly: "There is a pressing need for a measurement of people who are actually exposed to specific tv commercials."

He said this need was over and above such current services provided as the count of homes viewing a program, the number of homes tuned during the average minute a program is telecast and information pointing to where, in a program, home tuning is relatively high or relatively low.

He emphasized that "homes don't watch commercials; people do," and that tv commercials "are aimed at specific people. . . . Presumably, we plan a television commercial with the thought that specific kinds of people will view it."

Thus, he continued, "we need a measurement of the number of people who view our commercials . . . a measurement of the specific kinds of people reached by our commercials so that we can determine whether we are reaching the audience that we plan and want to reach."

Mr. Weilbacher, taking note of "scattered studies" on the proportion of tuned sets attended by one or more people, said: "The kind of measurement that we need is not of this type. . . . We are interested in knowing how many and what kind of people we actually reach, not with our programs but with our commercials."

Becoming more specific, Mr. Weilbacher cited D-F-S research that indicated "wide variation among programs in regard to the number of people they attract to specific commercials," citing a finding that of housewives who saw a specific program, 15-40% were not in the same room as the tv set when the commercial was aired. With understatement, he added: "This is a critically important finding when a specific tv commercial can only be of interest or importance to women."

Such findings, he went on, suggest that available program rating data cannot serve as a valid basis for evaluating delivery of people to commercials, although they serve as a basis for evaluating the delivery of homes to programs. He said: "When we measure the delivery of people to commercials, we find wide ranges in program efficiency, much wider than cost-per-thousand computations based on homes reached would suggest."

He emphasized that D-F-S' work in this area has been experimental and limited to relatively few programs with an expensive technique used (telephone recall interviews carefully tracing movement of individuals into and out of the room while watching a program). But, he asserted:

"Our investigations have been broad enough to give us real cause for concern about media decisions which are based only on homes reached."

Needed, Mr. Weilbacher said, is an "efficient method to measure this dimension for all programs," detailing how many people are exposed to commercials for each program, "at least by total, and by age and sex," and the degree to which different programs vary in ability to deliver people to commercials.

He suggested this measurement be available once or twice yearly but that "certainly the measurement must be made if we are to improve our television program purchasing and base our program evaluation on a truly realistic basis."

Mr. Weilbacher also explored another measurement need, but this he said was theoretical, and while important, "is not now practical" and not likely for "years to come." This measurement would classify audiences according to their predisposition to buy certain products and products of competitors.

Such data, he asserted, would permit greater efficiency of tv advertising through more accurate frequency of media exposure in planning.

Mr. Eliasberg in his talk pointed up what he called a "simple criterion" that can point the way to a correct decision by an advertiser who has alternative courses of action. The criterion: a correct answer to the question, "Which course will produce

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ARF Adds 8 Directors; Wulfeck Named Chairman

DR. W. H. WULFECK, chairman of the executive committee of William Esty Co., was elected chairman of the board of directors of the tripartite Advertising Research Foundation last Thursday at the annual business meeting of subscribers, held in New York coincident with ARF's second annual conference.

In the chairmanship Dr. Wulfeck succeeds J. Ward Maurer, advertising vice president of the Wildroot Co., who continues on the board of directors.

Ben R. Donaldson, institutional advertising director of Ford Motor Co., was named vice chairman. William A. Hart continues as president. Edward P. Seymour, vice president of Crowell-Collier Pub. Co., was re-elected treasurer, and Edward F. Herrick of the ARF staff was re-elected secretary. Eight new directors were named.

President Hart, in his annual report, noted that the number of subscribers—who include representatives of advertisers, agencies, and media—had grown from 203 in 1955 to 257 this year, and said that "certainly, if ARF is to continue to develop and so be of increasing service, a broader base of subscribers and a plan for more substantial underwriting of projects is needed." He said, "It has been suggested that it is time to re-study the dues structure and method of nominating directors and propose any necessary changes in the bylaws."

Advertising, Mr. Hart said, appears to be "on the threshold of a great cooperative effort which can make it an even more effective tool."

He said that 120 volunteers from subscribers' organizations contribute time and talent through work on ARF committees—talent that "could not be bought at any price, even if it were available"—and that they do so "not for personal gain or glory, but . . . for the benefit of all who buy and sell advertising."

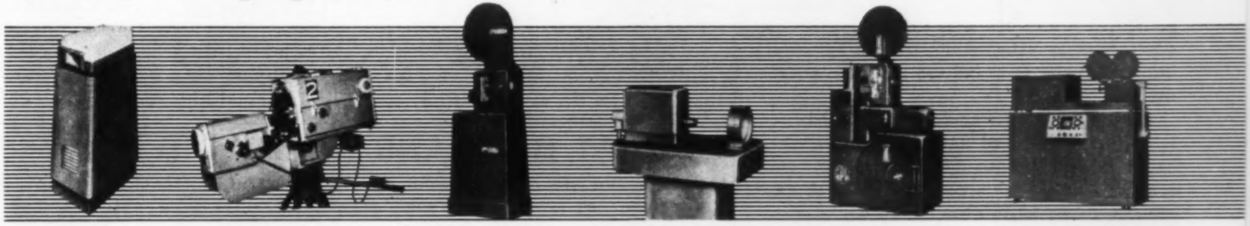
New board members named at the meeting were David C. Adams, NBC; Rex M. Budd, Campbell Soup Co.; Frederic R. Gamble, American Assn. of Advertising Agencies; Andrew Heiskell, *Life* magazine; Walter C. Kurz, *Chicago Tribune;* Fred B. Manchee, BBDO; Henry Schachte, Lever Bros., and Paul B. West, Assn. of National Advertisers.

to quote

J. B. Fuqua, President, WJBF (tv), Augusta, Ga.,

'GPL tops everybody'

"... in quality of equipment ...



GPL THREE-VIDICON COLOR FILM CHAIN provides color picture of unmatched quality. Superiority achieved with a highly advanced color filter system, precise registration, precision-engineered GPL components, factory-adjusted optical and mechanical alignment. Compact, easily fitted into your present monochrome film layout.

GPL-WATSON VARI-FOCAL LENS—High definition equal to fixed-focus cameras. 3" to 30" focal length makes lens equally useful in studio and field. Performs most work requiring 2 chains. Fits all monochrome and color image orthicon cameras. Fully color-corrected; flat field over entire range. Operates from camera or control room.

GPL 16MM. TELECAST PROJECTOR—Bright, crisp pictures, high fidelity sound reproduction. Designed for use with all film chains, monochrome or color. 4,000-ft. film magazine delivers 2 hours continuous operation. Separate motor drive for film feed and take-up. Provides trouble-free start and stop operation, local or remote.

GPL VIDICON FILM CHAIN—Provides sharper picture and contrast, better transmission. Operates unattended. Most advanced black and white equipment available. Can replace iconoscope overnight; using same projectors, master and utility monitors and racks. Has long-life vidicon tube; stable black level; easy to multiplex.

GPL 35MM. TELECAST PROJECTOR gives superior color transmission. Projects equally fine black and white film, and permits still-frame operation. To produce this new leader in the 35mm. field, GPL engineering skill adapted to television the famed Simplex XL mechanism and sound head made by International Projector, an affiliated GPE Company.

GPL VIDEO RECORDING SYSTEM—Used in over 90% of video-recording-equipped studios. A thoroughly integrated system providing finest picture resolution and grey scale, high quality sound. Exact synchronization between local power frequency and incoming video not needed, so permits recording of signals from remote locations.

... and in servicing customers ..."

Says Mr. Fuqua: "I want you to know how very much I appreciate the wonderful service which you gave us when our TV station was burned ... While we had a total loss on most equipment, we were back with complete programming in less than three days only because of the very splendid cooperation we got from GPL. ... From the very beginning of our TV station in 1953, our experience in dealing with equipment people leads me to say that GPL tops everybody, not only in quality of equipment, but, what is more important, you top everybody in servicing your customers, both on a regular and emergency basis."

Write, wire or phone for information on GPL equipment.

GENERAL PRECISION LABORATORY
INCORPORATED

A SUBSIDIARY OF GPE

63 Bedford Road, Pleasantville, New York. • 188 W. Randolph Street, Chicago, Illinois. • 21 N. Santa Anita Avenue, Pasadena, Cal. • • Cable Address: PRELAB

the greatest sales per dollar of advertising expenditures?"

This criterion, while seemingly not too important, takes on significance, he said, when applied to these media problems: In which medium should the advertiser spend his money? Should the buy in tv be for a long station lineup or one that is shorter? And in magazines, should they be half pages or full pages?

But assumption of this criterion is only half the job, he emphasized. To apply it, the advertiser should know everything or at least nearly everything about the cost of each action, audience produced by each and the impact of each on the "average member of the audience."

He then traced the available knowledge to the advertiser of each of three factors: he knows all that he needs to know about cost; as to tv audience size, he knows enough for practical purposes, but of "impact," there is no "satisfactory measurement."

Noting that the tv industry is "plagued by tv ratings from different services which vary substantially for the same program," even a variance of 20% (existing because the services are using different definitions of audience) would be "immaterial because we don't have a satisfactory measurement of impact whichever definition of audience we use."

He suggested ARF undertake the job of research in the area of advertising impact because it could come up with "useful generalizations"; it has access to a pool of creative research brain power; and while agencies or advertisers themselves would not finance such a project, they easily would share the cost via ARF.

Mr. Sherak noted that Kenyon & Eckhardt's research department has been making "systematic evaluations of what we call 'outside research'." This process has paid off, he said, "in guiding our media planners as to which research findings they can use with confidence—and which they can reject with confidence." Urging other agencies and advertisers to follow such a procedure, Mr. Sherak also recommended an "appeal to the industry to curb some of the less disciplined promotional research activity."

Mr. Sherak asserted: "I would like to point out . . . there is a vast amount of promotional research activity going on today—all of it biased to some degree. Some of the research is exceptionally good; some of it is exceptionally bad—and it is by no means obvious which is which."

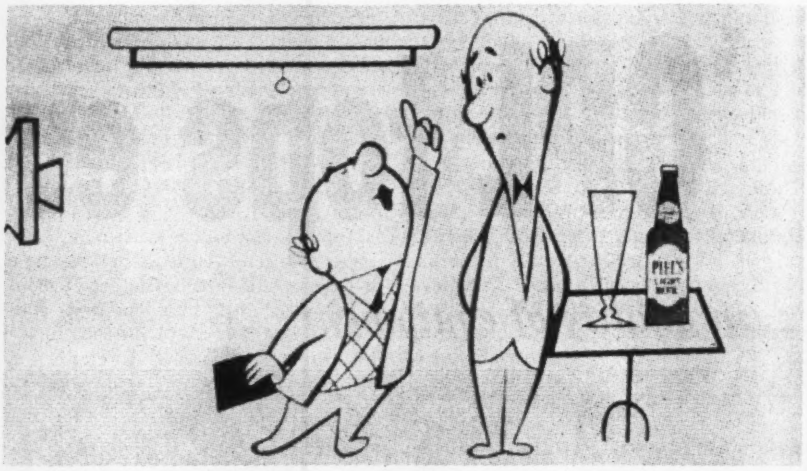
Radio Workshop Lays Stress On Improving Circulation Research

The radio workshop, thrown open to floor discussion from the outset by moderator Samuel Thrum, media director of Lever Bros., ended in agreement that the ARF Technical Committee should be asked to suggest ways to improve radio's quantitative circulation research and also its qualitative research.

Much of the discussion related to the forthcoming Nielsen Coverage Service No. 2 reports on radio and how they may be used by advertisers and agencies in determining media strategy—a question admittedly difficult to answer since the radio reports will not be put into general distribution by Nielsen until this week and therefore have not been studied by advertisers, agencies, or media.

The problem of determining the extent of stations' coverage outside their metropolitan areas was pointed up repeatedly, but with several station representative executives pointing out that Station Representatives Assn. had worked out—when NCS No. 1 was issued in 1953 — what has become known as the "SRA Formula" of projecting "outside" coverage from the coverage data shown for the station's metropolitan area.

The representatives — including Ward Dorrell of John Blair & Co. and Dan Denenholz of Katz Agency—noted that this formula has been used consistently by some agencies (J. Walter Thompson Co. was mentioned specifically) and expressed the belief



WHAT BERT AND HARRY DID FOR PIEL'S

SALES of Piel's beer this year through November are ahead of the same period a year ago, Thomas P. Hawkes, Piel Bros.' vice president in charge of marketing, reported last week.

The rise in the firm's sales, according to Mr. Hawkes, reflect from the growing popularity of the "Bert and Harry" (Round Bert and Tall, Shy Harry) used in Piel's advertisments, primarily radio and tv, since December 1955, and a prize contest, backed by the brewery, for a "Tropical Island Paradise" in the Bahamas. Young & Rubicam, New York, is the agency for Piel's.

"Increased orders from both old and new viewers, listeners and readers have continued ever since," reported Mr. Hawkes.

He disclosed:

After Bert and Harry had appeared for only four months, a research study was made. The study reflected a tremendous change in the over-all "brand image." The public's fondness for Bert and Harry had been translated into a new and vastly improved attitude towards the company's products. The research also revealed a widespread belief that Piel's was the largest beer advertiser in its market when it was actually being outspent by its three principal competitors. The study also showed an overwhelming vote for the "best liked advertising" and a number of new "triers" resulting in other brand switches to Piel's.

Piel's advertising is marketed in Metropolitan New York (its major market), western Massachusetts, Connecticut, New Jersey, eastern Pennsylvania and Delaware, although, Mr. Hawkes says, "the actions, humor and philosophy of Bert and Harry now are laughed at, quoted and imitated almost everywhere in the nation."

"Sales to consumers in their homes," according to Mr. Hawkes, "are up for eleven months of 1956 in the company's marketing area. Our packaged sales gained in each major market despite their individual differences."

Mr. Hawkes also pointed out that the normal seasonal declines in beer sales are customary and expected in September with its cooler temperatures. This year, however, Piel's, via Bert and Harry, was able to buck the customary decline by starting an essay contest for a tropical treasure island.

Entrants had to write an answer in 25 words or less to Harry's command: "Tell me again how good it'll taste, Bert." Bert's "answers" had to be in before the close of any one of four weekly periods—Sept. 24, Oct. 1, 8 and 15.

All media, including radio and television spots carrying the Bert and Harry remarks, were used for the campaign, which resulted in higher sales during the slump season.

"In reflecting on the accomplishments of the past year," concluded Mr. Hawkes, "we are very well satisfied with achievements to date that can be attributed to the stimulating influence that Bert and Harry have had on attracting more consumers to our brand."

WBKB IS CHICAGO

Channel **7 WBKB** Chicago, **WABC-TV** New York
WXYZ-TV Detroit, **KABC-TV** Los Angeles, **KGO-TV** San Francisco
Owned and operated by the AMERICAN BROADCASTING COMPANY

"THE CITY AND ITS RIVER"

CHICAGO MOTOR CLUB
WESTERN TIRE AUTO STORE

A glossy reprint of this photograph can be obtained by writing to Public Relations Dept., Station WBKB, Chicago—Photography: Chicago Architectural Photographing Co.

The ABC of paid circulation

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

B•T for the Jan.-June, 1956 audit period averaged a paid weekly circulation of 16,401. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation annually than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

AUDITED PAID CIRCULATION ABC

that it could be used again with NCS No. 2. They conceded it was not perfect, but said it at least was "the least bad" method known for making such projections. The question of the formula will get top priority from SRA when enough NCS No. 2 radio data is available, they asserted.

In answer to a question about the possibility of A. C. Nielsen Co. expanding its NSI (Nielsen Station Index) service, George Blechta of the research firm said some changes will be made shortly—that the "NSI area" as such, which he agreed shows really "the coverage of nothing," will be discontinued and that these studies will concentrate on the station's coverage area and also show its metropolitan-area data.

When a radio spokesman noted that radio business currently is at an all-time peak, Henry Schachte, advertising vice president of Lever Bros., suggested that if the medium is "really prosperous," now should be the time for a project designed to see—perhaps through ARF—just what measurements are really needed for radio.

RAB President Kevin Sweeney interjected that he would concede that more data is available for some other media—but not for newspapers, which he said are "getting away with murder" insofar as research truly helpful to the advertiser is concerned.

He said RAB would be willing to spend some money to help on this problem, but that RAB's main job was to help sell advertisers on radio's worth as a medium and that he felt research dealing with "outside" coverage of specific stations was basically one for those stations that have "outside" cirlulation.

Arthur Hull Hayes, president of CBS Radio, expressed the view that "something must be wrong" with the concept of basic ratings—that some stations won't accept one service's measurements while other stations will accept that service but reject others. He stressed the need for more qualitative, as distinguished from quantitative, research.

General Session Features Talk On Ratings for Printed Ads

At the opening general session of the conference, Sherwood Dodge, chairman of ARF's Printed Advertising Rating Methods Study Committee and vice president and general manager of Foote, Cone & Belding, New York, outlined "a promising new approach to rating printed advertising," and noted that this approach may have applications for television as well. He traced the background of the efforts of the PARM Committee in the field of printed advertising rated methods and reported the committee now has under study a new method of studying "leadership" that "may well revolutionize current approaches to this problem."

Mr. Dodge said the basic principle of the method is accomplished with a flash of light projecting an advertisement briefly on a screen by means of a machine, called a "Communiscope." He said the machine projects the advertisement long enough to establish recognition but not long enough to permit viewers to absorb new ideas.

Mr. Dodge said the machine is expected to have other applications and expressed the belief that it can be used to measure the effect of television commercials. He said six or seven flashes of stills will result in "a playback."

Mc-E's Harper Moderates 'Looking Ahead' Windup Session

A two-hour session on "Research Today for Tomorrow and Tomorrow's Tomorrow," with McCann-Erickson President Marion Harper Jr. serving as moderator, wound up the all-day conference.

"Advertising will be close to a $20 billion industry five years hence and close to a $30 billion industry by 1966" if the dollar volume of advertising in this country continues at the rate it has set since World War II, Dr. Dexter Merriam Keezer, vice president and director of the department of economics of McGraw-Hill Pub. Co., told the group. Advertising currently is estimated at a $10 billion annual pace.

MBS Gains, NBC Loses In Miles Rescheduling

IN a major reshuffle of its broadcast properties, Miles Labs last week dropped an estimated $1 million in net billings for programs and participations on NBC Radio and bought a series of weekly five-minute shows and spots on MBS. The new Mutual contract is effective Jan. 1 and reportedly represents $1.5 million in new billings.

Miles cancelled its 15-year-old *News of the World* with Morgan Beatty across the board, five-minute news segments on the weekend *Monitor* and participations in *Bandstand, Woman in My House* and *Hilltop House,* all on NBC.

In turn, the advertiser purchased 39 weekly programs and participations on Mutual, with business placed through the network's midwest office. Miles agency is Geoffrey Wade Adv., Chicago.

Wendell B. Campbell, RKO Teleradio Pictures Inc. vice president in charge of national MBS sales, announced the saturation type campaign Thursday, calling for seven-day advertising of Alka-Seltzer, One-a-Day vitamins, Bactin, Tabcin and Nervine products. The 52-week campaign involves 29 five-minute news and commentary programs and 10 five-minute features, with details to be announced later, according to Carroll Marts, vice president in charge of Mutual's midwest office, who conducted negotiations with Miles. He indicated *Queen for a Day,* once sponsored by Miles, would be one of the programs. Mr. Campbell said newscasters and commentators would be selected soon, along with other programs.

News-commentary shows will be aired Monday-Friday at 10:35-40 a.m., 5:45-50 p.m., 8:25-30 p.m. and 9-9:05 p.m. (all EST). News features will be carried Monday-Wednesday-Friday at 7:45-50 p.m.; Saturdays at 11:30-35 a.m., 5-5:05 p.m. and 9-9:05 p.m. and Sundays at 1-1:05 p.m., 5-5:05 p.m. and 9-9:05 p.m.

Miles' campaign will be supported with full merchandising activities, Mutual explained, on behalf of dealers and distributors to coincide with start of the series. Miles has sponsored 10¼ hours of programming

We're building more homes in growing San Diego!

6,031* actual residential dwelling building permits issued in 1955. That's 423% more than in 1945! 152,200 building permits issued from 1945 to 1955.

This makes San Diego the Nation's 19th Market—bigger than *Portland, Seattle, Dallas, Denver and Miami.*

In San Diego, more people are making more, building more and watching Channel 8 more than ever before.

**City of San Diego Building Inspection Department Annual Report 1955.*

KFMB 8 TV

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by
Edward Petry & Co., Inc.

SAN DIEGO

America's more market

on the Don Lee Network for a number of years and will retain these properties. No other Miles properties were involved in the budget reshuffle, according to spokesmen for the agency, which confirmed the decision.

Miles retains sponsorship or participations in four network tv properties—*News Caravan* (twice weekly), *Tennessee Ernie Show* and *Queen for a Day*, all on NBC-TV, and *Broken Arrow* (alternate weeks, Tuesday, 9-9:30 a.m. EST) on ABC-TV plus west coast radio shows (including *Magazine of the Air*) on Don Lee Network, placed by Wade Adv. agency Hollywood.

Miles' purchase of ABC-TV's *Broken Arrow* for alternating weeks (with General Electric Co.), effective Dec. 11, was announced Monday by James W. Beach, vice president in charge of the network's central division. The company is dropping Wednesday-Friday sponsorship of John Daly's newscasts on that network this month.

Ford Switches Sponsorship, Drops 'Jubilee' Spectaculars

FORD MOTOR Co. (Ford Div.) which for several months now has been debating whether to continue its once-a-month *Ford Star Jubilee* color spectacular on CBS-TV, last week formally dropped the show. Ford has signed as alternate sponsor (with Maxwell House Div., General Foods Corp.) of the *Dick Powell-Zane Grey Theatre* on the same network [AT DEADLINE, Nov. 5]. The *Zane Grey* sponsorship became effective last Friday.

Inasmuch as the Saturday 9:30-11 p.m. time segment this past weekend had originally been set aside for *Jubilee*, CBS-TV had a half hour open which it filled with a 30-minute color "portrait" of Grandma Moses, originally seen last December as part of a *See It Now* telecast. The half-hour period needed filling because Mennen Co.'s *High Finance*, shown live three out of four weeks, was not scheduled for last Saturday. The other shows remaining in the balance of the 90-minute period were not affected because they were on film.

Lentheric to Three Agencies

LENTHERIC DIV. of Helene Curtis Industries is dividing its estimated $1.2 million account among three agencies following resignation of the business by Grant Adv. Inc. The company's announcement gives Gordon Best Co., Tweed hair spray; Earle Ludgin & Co., Lentheric men's products and Tweed fragrance, and Weiss & Geller Inc., Tweed shampoo. Earlier it had been reported that Lentheric would assign the entire perfume cosmetic account to the Ludgin agency. The company was purchased recently from Olin Mathieson Chemical Corp.

Gillette Again For Rose Bowl

GILLETTE Safety Razor Co., Boston, through Maxon Inc., New York, has signed with NBC Radio and NBC-TV for sixth consecutive year sponsorship of the annual Rose Bowl football classic on Jan. 1. The 1957 game matches the U. of Iowa and Oregon State.

Pharmaceuticals Drops Shriner, Signs New CBS-TV Quiz Package

PHARMACEUTICALS Inc. (Geritol, Niron, Zarumin, RDX) has dropped the current *Herb Shriner Show* (variety) on CBS-TV in the Tuesday, 9-9:30 p.m. (EST) period. The show was withdrawn after agreement late Thursday between the sponsor, CBS-TV and Mr. Shriner. Differences centered on the future format of the program. The network said a new property would be obtained for Mr. Shriner.

The current show will go off after tomorrow's performance. Victor Borge's special show will be seen in the 9-10 p.m. slot next Tuesday. Thereafter, Pharmaceuticals will sponsor a new Goodson-Todman quiz package, *Nothing But the Truth*, in the Shriner time. Edward Kletter Assoc. is agency for Pharmaceuticals, which also sponsors *Sunday News Special* on CBS-TV, 11-11:15 p.m.

J & J Expands Tv Advertising

JOHNSON & JOHNSON, New Brunswick, N. J., will expand its tv advertising schedule after the first of the year by making its initial use of daytime tv network programming, E. G. Gerbic, vice president-merchandising director, announced last week. J&J, already alternating sponsorship with Wildroot Co. on CBS-TV's *The Adventures of Robin Hood* (Monday, 7:30-8 p.m. EST), will sponsor, on alternate Fridays, the 10:30-10:45 a.m. segment of CBS-TV's *Garry Moore Show* effective Jan. 11. It will also sponsor the 2:15-2:30 p.m. segment of *Our Miss Brooks*. The sponsorship, placed through Young & Rubicam, N. Y., is for Band-Aids and J&J baby products (powder, lotion, cotton balls, shampoo).

Head Elected V.P. of BBDO

RALPH E. HEAD, director of marketing for BBDO, has been elected a vice president, it was announced last week by Ben Duffy, President. Mr. Head, who has been with the agency since 1947, last month was made marketing director.

Robert Schmelzer succeeds Mr. Head as account group head on Eagle pencil. Spencer Meredith continues as Eagle pencil's account executive.

Mogul Has Record Month

FIRST "million-dollar month" in the 16-year history of Emil Mogul Co. has been reported by Emil Mogul, president, who revealed that gross billings in October exceeded $1 million. Mr. Mogul added that billings for 1956 are expected to reach the $10 million mark, which he described as "a new high for the firm."

SPOT NEW BUSINESS

Garrett & Co. (Virginia Dare wine), Brooklyn, N. Y., has placed 4-week pre-Christmas radio spot drive over several New Orleans stations. Agency: McManus, John & Adams, N. Y.

Temple Frozen Foods (packaged frozen Chinese food specialties), Brooklyn, through Blaine-Thompson Adv., N. Y., conducting spot radio campaign on WOR and WMGM, both New York, and WTOP Washington.

NETWORK NEW BUSINESS

Standard Brands Inc., through Ted Bates & Co., N. Y., has signed 52-week order with NBC-TV representing $400,000 in gross billings for alternate-week Tuesday, 4:15-4:30 segment of *Queen for a Day* (Mon.-Fri., 4-4:45 p.m. EST). Standard Brands also sponsors second quarter-hour period of the *Tennessee Ernie Ford Show* on Tuesdays and Fridays.

A&A PEOPLE

Louis W. Bonsib, founder of Bonsib Adv. Agency, Fort Wayne, Ind., elected chairman of board. **John F. Bonsib,** firm's vice president-treasurer, named president.

Roger M. Johnson, research department head, Erwin, Wasey & Co., L. A., named vice president in charge of media and research.

MR. JOHNSON

William E. Chambers Jr., formerly vice president-account supervisor, Marschalk & Pratt division of McCann-Erickson, appointed vice president-account supervisor of Foote, Cone & Belding's N. Y. office.

John L. Hansen, Campbell-Ewald Co., San Francisco, and **Stewart K. Choate,** recently vice president of Rhoades & Davis, same city, formed their own agency, Hansen-Choate Advertising. Address is 20 San Mateo Drive, San Mateo, Calif.

Len Hall Jr., vice president, BBDO, transferred from Cleveland to New York office as group creative head for electronic products on Philco Corp. account. **Fred I. Sharp Jr.,** account supervisor on Timken Roller Bearing Co., Hammermill Paper Co., and Lovell Mfg. Co. accounts, elected vice president of BBDO in Cleveland.

Howard Dahms, account executive-creative director, Advertising Assoc. of Phila. Inc., and **Rube Blavat,** office-production manager, both elected to firm's board of directors.

Phil Field, vice president, MAC Studios, Chicago, to Lew Sanders Adv., same city, as account executive.

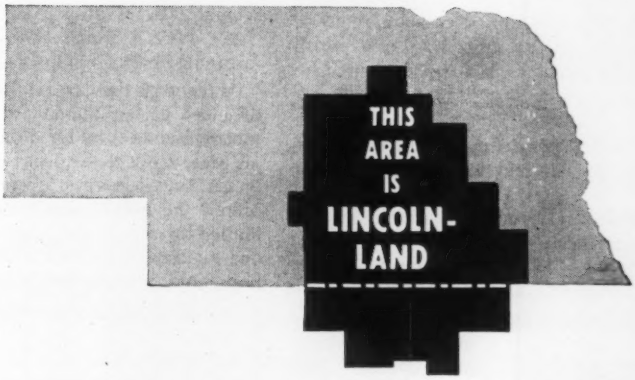
Leonard B. Faupel, assistant to advertising manager, P. Ballantine & Sons, Newark, N. J., named advertising manager.

Kenneth E. Lane, manager of advertising department, Toni Co., Chicago, named director of advertising administrative services, succeeding **Jack R. Green,** who has joined J. Walter Thompson Co., same city, as associate media director.

Malcolm Dewees to Buchanan & Co., S. F., as radio-tv director.

ARE YOU HALF-COVERED

IN NEBRASKA'S OTHER BIG MARKET?



1956 ARB METROPOLITAN AREA COVERAGE STUDY PROVES KOLN-TV SUPERIORITY!

The 1956 ARB Study of 231 Metropolitan markets included 6 in LINCOLN-LAND—5 in Nebraska, 1 in Kansas.

In these 6 markets, KOLN-TV is viewed-most in 6 daytime categories . . . in 5 out of 6 nighttime categories.

KOLN-TV gets an average daytime, "viewed-most" rating of 54.0% as against 15.2% for the next station. Nighttime averages are 59.8% for KOLN-TV, 25.0% for the next station. Enough said?

KOLN-TV covers Lincoln-Land — a rich 42-county area, 95.5% OF WHICH IS OUTSIDE OMAHA'S GRADE "B" COVERAGE!

Lincoln-Land has over 200,000 families — *125,000 of them unduplicated by any Omaha TV station!* Actually, Lincoln-Land is as independent of Omaha as South Bend is of Fort Wayne or Providence is of Hartford.

Latest Telepulse credits KOLN-TV with 194.4% more *nighttime* viewers than the next station, 138.1% more *afternoon* viewers!

Let Avery-Knodel give you the whole story on KOLN-TV, the Official Basic CBS-ABC Outlet for South Central Nebraska and Northern Kansas — "Nebraska's other big market".

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND —NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

FARM DIRECTORS PLEDGE SELVES TO BROADER STATION, SALES ROLE

FARM broadcasters are gaining more recognition and stature as an industry trade force but they should accept greater responsibility for helping station management and advertisers achieve sales goals.

This challenge was offered to 350 members of the National Assn. of Television & Radio Farm Directors at its 13th annual convention in Chicago Nov. 23-25 [At Deadline, Nov. 26], held at the Conrad Hilton Hotel concurrent with the International Livestock Exposition and 4-H Club Congress.

NATRFD delegates were importuned by station managers, agency executives and station representatives alike to reappraise their activities in the light of intensified industry competition and particular client needs, not restricted solely to agricultural advertisers. They also were urged to work more closely with their own commercial departments and station representatives. NATRFD also:

- Laid the groundwork for separate radio and tv sales promotion presentations, to be prepared for agency utilization as a means of dramatizing the farm market potential for advertisers and to strengthen one of NATRFD's "weakest links."
- Discussed plans for a Farm Broadcasting Day, to be held in conjunction with NARTB Feb. 2 as a means of pointing up contributions of rural programming and other activities. Resolution was adopted commending NARTB for promising to help in establishing the day.
- Elected Jack Timmons, KWKH Shreveport, as president to succeed John McDonald, WSM Nashville; named Wes Seyler, WIBW Topeka, vice president, and elected Don Tuttle, WGY Schenectady, N. Y., secretary-treasurer. Bob Miller, WLW Cincinnati, received the American Farm Bureau Federation 1956 award for distinguished contributions to farm broadcasting.

MR. TIMMONS

- Heard from NARTB President Harold E. Fellows on "The Road Ahead" for radio-tv farm broadcasting and witnessed presentations of the National Safety Council's Farm Safety awards [B•T, Nov. 26].
- Discussed the possibility of hiring a parttime or fulltime paid executive and also a field liaison representative to work with agencies and clients.

NATRFD President Timmons was empowered to appoint a three-man executive committee to study the sales presentation projects after members agreed to allocate an equal budget for both radio and tv.

Mr. Timmons also was authorized to appoint another committee to sound out station managers and farm directors on the proposal to employ an executive for the purpose of helping run the association. Another group will be set up to work with the Federal Civil Defense Administration on its information program. NATRFD spring meeting for 1957 was set for Washington, D. C.

Management and agency-representative-station panels on Sunday highlighted closing day activities. Station managers' group included Edgar T. Bell, KWTV (TV)-KOMA Oklahoma City; Larry Haeg, WCCO Minneapolis; R. B. Hanna, WRGB (TV)-WGY Schenectady; B. G. Robertson, KTHS Little Rock, Ark., and Norman Kraeft (farm service supervisor) speaking for Ward L. Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV Chicago).

Participating in the agency-representative-station sessions were Frosty Blair, Edward Petry & Co.; Bud Booton, Bruce B. Brewer Agency; Art Kelly, WHAM Rochester; Dwight Reed, H-R Representatives; Gerald Seaman, Bert Gittins Agency, and George Utley, WFAA Dallas. They discussed ways farm directors can help to sell.

Makeup of the current farm audience was reviewed earlier Sunday for NATRFD associate members by Dr. Forrest Whan, Kansas State College, who has conducted radio-tv audience surveys in recent years. He scored the notion that farm audiences are limited to set hours, claiming that at least one male adult can be found in every farm household at some hour of the day.

Opening day and Sunday morning were devoted to business, with theme of "Ideas Build—Better Programs—More Listeners—More Sponsors" running through how-to-do-it radio-tv Saturday sessions. Many talks were presented on film and tape recording. Visual improvement of tv programs was discussed by Lester Weinrott, vice president, Kling Film Productions, Chicago. Creativity was explored by Herbert True, marketing professor on leave from U. of Notre Dame.

Dr. A. L. Andrews, advertising manager, Dr. Hess & Clark, Ashland, Ohio, citing the lack of marketing information on farm television as well as farm tv shows, declared "there is practically no such thing as farm television from an advertiser's viewpoint."

Tv Edges Magazines By TvB 'Yardstick'

A NEW "yardstick" for measuring the "circulation" of television against that of print rivals has been devised by Television Bureau of Advertising. First outlined in TvB's newest wide-screen presentation [B•T, Nov. 19], the "yardstick" shows at what hours of the day television's audience surpasses those of various magazines, singly and in combination. For example:

At 8:45 a.m. EST 1.6 million tv homes are watching television, or the equivalent of the average net paid circulation of *Esquire* and *Holiday* magazines combined. By 9:15 a.m. tv's figure is 2.4 million, surpassing *National Geographic*, and an hour later it is 3.1 million, equal to *Time* and *Newsweek* combined. Tv draws ahead of *Good Housekeeping* at 10:45 a.m. with 3.9 million, passes *Family Circle* and draws even with *Look* at 11 a.m. with 4.1 million, edges past *McCall's* at 11:45 with 4.7 million and passes *Saturday Evening Post* and also *Ladies Home Journal* at 12 noon with 5.1 million. With 5.7 million homes watching at 1:45 p.m., television surpasses *Life's* 5.6 million, and at 7:45 p.m. reaches the 11 million mark to exceed *Reader's Digest*.

The "yardstick," developed by TvB Sales Development Director George Huntington, shows the number of homes watching television on a quarter-hourly basis from 8 a.m. through 11:45 p.m. A. C. Nielsen data for July-August form the basis for the tv figures, while the magazine circulations are the net paid averages as of Dec. 31, 1955, as shown in *Standard Rate & Data Service*.

Adams Elected to Head Daytime Broadcasters

RICHARD E. ADAMS, WKOX Framingham, Mass., was elected president of the Daytime Broadcasters Assn. at a two-day meeting in Chicago last week.

The DBA also gave its executive committee permission to move "promptly" as needed in furtherance of the association's petition for uniform-and-extended operational hours for daytimers and on the allied clear-channel case, both pending before the FCC.

Action came during a two-day DBA meeting at Chicago's Sheraton Hotel and followed the association's request to the Commission that it provide ample time for comments in any clear-channel proceedings.

Mr. Adams, the new president, succeeds Jack Younts, WEEB Southern Pines, N. C., who becomes government relations director. Ray Livesay, WLBH Mattoon, Ill., was reelected board chairman. Other officers are Alf M. Landon, Topeka, executive vice president; Karl Baker, WLDS Jacksonville, Ill., vice president; Joe M. Leonard Jr., KGAF Gainesville, Texas, secretary-treasurer (assuming secretarial duties relinquished by George Volger, KWPC Muscatine, Iowa).

The executive committee includes Ben Letson, WCNH Quincy, Fla.; Jack P. Hankins, WELS Kinston, N. C., and Messrs. Livesay, Adams, Younts and Volger. Mr. Letson and Mr. Hankins also become directors, along with nine other DBA members. The board ratified selection of Benedict P. Cottone, Cottone & Scheiner, as Washington counsel for DBA and chose Chicago for its annual membership meeting next April 6.

Additional directors elected to the DBA board are Michael Cuneen, WDLA Walton, N. Y.; J. C. Willis, KVOM Morrillton, Ark.; Hecht S. Lackey, WSON Henderson, Ky.; J. P. Scherer, WHFB Benton Harbor, Mich.; R. W. Olson, KWOA Worthington, Minn.; Ralph Weir Jr., KJCK Junction City, Kan.; Frank Quinn, KDEF Albuquerque, N. M.; Frank Burke Jr., KPOP Los Angeles, and Dean Nichols, KOMW Omak, Wash.

OUR 112,009th COMMERCIAL . . .

This one is on us!

After telecasting 112,008 commercials, we staged this one involving the staff and management of WNCT. It's our third birthday celebration commemorating our 18,761st hour of television service to over 177,470* Eastern North Carolina homes.

The month of December marks the start of WNCT's fourth year of operation in a field where many still measure experience in months.

Each of the folks above is a specialist, skilled in a particular phase of the station's operation. However, all of them have in common the best interests of our advertisers.

FLASH! BIRTHDAY STATISTICS
SAMPLES FROM THE NEW NIELSEN STUDY!*

A. WNCT covers 42 Eastern North Carolina counties.
B. 96% of the TV homes in 18 of these counties report regular weekly viewership of WNCT
C. 80% of the TV homes in 16 of these counties report regular daily viewership of WNCT.

The Pulse, Inc. showed WNCT first in every minute of every hour of every day. Now A. C. Nielsen's figures emphasize it.

*A. C. Nielsen Coverage Service, NCS No. 2, Spring 1956

WNCT *Greenville ★ N. C.*
channel 9 PRIMARY CBS AFF.
316,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
REPRESENTED NATIONALLY BY HOLLINGBERY

RAB President Kevin Sweeney —whose business it is to know —last week told the Radio-Television Executives Society in New York why radio slipped, and why it's coming back. Here, condensed, is what he said.

HOISTING THE MEDIUM THAT LET ITSELF DOWN

TELEVISION is always assigned the blame or credit for ending [radio's Golden Era] and for dethroning radio with national advertisers, but radio itself did more to end the era than any other outside force. Radio got itself into the mess and radio—after a little preliminary stumbling and ground-pawing—has extricated itself superbly.

Radio got itself into the mess through a combination of factors which, if they had been held by any other industry, we would have characterized as "gross mismanagement." Such factors as:

(1) Putting the bulk of our eggs into too few baskets. An example: It was almost *lese majeste* to sell radio to any but a handful of national advertisers. A half dozen advertisers had control of all daytime radio. While magazines cannily sold their wares to more than 1,100 advertisers, we continued to sell ours nationally to about 30.

(2) Slavish program imitation. This seems to be a chronic disease handed down from generation to generation in broadcasting because tv now has it in a virulent form. It was exemplified in radio by the rash of quizzes which broke out from time to time, by the wild efforts to corner the funny man, the fixation among stations that everyone must listen to news at 11:00 p.m.

(3) Premature hardening of the arteries. Item: Such conventions as (a) that regardless of station or network that daytime was worth half as much as evening time, or (b) that adequate advertising of a product could be done in 15 seconds were adopted as part of the 10 commandments of radio and no one could challenge them. For a youthful industry we had some pretty set ideas. We had grown wise too soon.

(4) Sheer neglect. The fiction that an industry could run along without knowing anything about itself, half-staffed (the other half of the executives had run off into tv), parsimoniously operated (and if there ever was a business where money must be spent to make money, radio was and is it).

(5) Decimal point selling. All recommendations that radio should or shouldn't be bought were made on the basis that 6.1 was a larger number than 4.7.

Eight years ago radio began to have trouble with the national advertiser and what we did about it was to start a witch hunt. We looked for a scapegoat. The audience of our evening periods in which we had many national dollars was going down and instead of doing something about it we cried "foul"—the rating services were shortchanging us. Some of our larger advertisers began investing substantially in television. Our answer was that we still had the bulk of their budgets and they'd be sorry—they'd learn that there was no medium that was as good as radio (why it was better than other media we weren't quite sure nor did we make a real effort to tell advertisers the reason).

So by 1950 and 1951 and 1952 we began to encounter real trouble with the national advertiser. And no one had done more —or should I say less?—to get into this fix than radio. Whatever the reverse of "re-emergence" is was what was happening to us.

It was then that the painful but fairly rapid job of rebuilding began. We began to build an industry on a far sounder basis—a building job that will continue for at least 20 years, 20 years of successive increases in radio's total volume from both national and retail advertisers regardless of the nation's economy.

But let me put this whole matter of the national advertiser and radio's re-emergence into perspective, by reminding you of two facts.

(1) Between 1949 and 1956 radio dropped about $90 million a year in national advertising, but this drop was more than made up by our important gains in local billing. We're now doing four times the local billing we were doing just after the war. So the overall trend in radio has been up every year.

(2) In 1946 66% of the total dollars invested in radio came from network or national spot. Like outdoor we were basically a national medium. In 1956 31% of our total dollars will come from national business, the other 69% from local and retail sources. While we'll never say about the national advertiser "Who needs 'em?", the bald fact is that if every dollar of national advertising were withdrawn from radio—instead of rolling in radio's direction—there wouldn't be a single radio station casualty. We have moved into the highly desirable position that the newspapers enjoy—the retailer will keep us in business.

In 1956 national advertiser spending in radio increased. More important, the attitudes of scores of major advertisers changed. Many have told RAB that there will be more money, a bigger share of the budget in 1957. A half-dozen important agencies who sang our requiem in 1952 have chorused various versions of a hymn to our future.

Why this—*je ne sais quoi*—shall I coin a word—this "re-emergence"?

Radio's re-emergence and its exciting progress toward a far larger share of the national as well as the retail advertising dollar is based on a simple fact: Radio has more management brain power and more management aggressiveness and ingenuity now than ever before in its history.

And more is arriving daily.

Hundreds of the best executives radio developed in the 1940's voluntarily went to or were dragooned into tv. Subtract these from the few hundreds we had at the end of the war and you have the principal cause of radio's stumbling answer to the 1952-53 crisis. Radio declined because it didn't have enough brain power exclusively its own to meet the new challenges thrust in its path by national advertisers' changes in media buying.

Now radio is "loaded"—hundreds of the best guys in media selling are running radio stations, radio rep outfits and radio networks. It is these guys that have made capital of the same selling advantages radio had five years ago but didn't know what to do with.

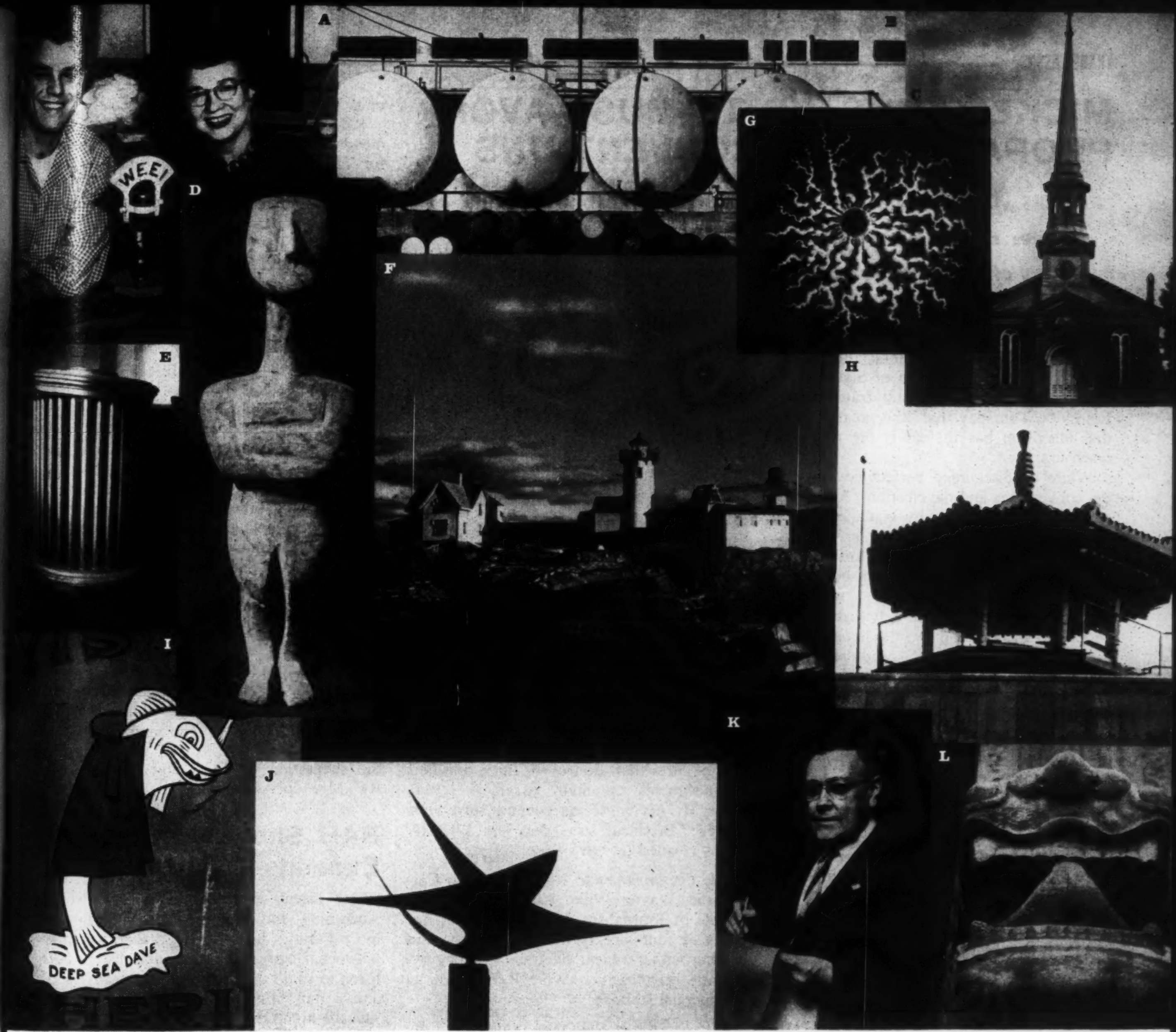
To give you an example—take a town of 500,000 with eight stations that I could name if I wanted to stop eating. Four years ago there was one radio station manager in this city who could find his own navel without a road map and this guy was so busy with his tv stations he had forgotten about his radio property. Now, there are four bright guys running radio stations in this town. When you go up against them it's like playing Oklahoma—one mistake and you're on the short end of a 54-6 score. Looking from the buyer's point of view, this means your chances of buying right are increased 100% because you have some brains on the other end of the teletype. Nobody ever lost money betting on brains.

I admit reluctantly that radio management is a long way from unadulterated genius. We still have some distinguished clothheads in our business, some minds encased in button shoes waiting for the return of the days when there was a seller's market in nighttime station breaks, some guys whose concepts of the only way to operate a station is like a cut-rate drug store.

But the tide is flowing against them. Almost every week a guy who knows what he's doing takes over from someone who doesn't.

It sounds pretty florid, but these guys have the "vision." They see what radio can do for the national advertiser. They know it is fundamentally superior to either print or tv for most of these advertisers. And they are not afraid to hack it, knead it, beat it or saw it into the shape and size that it will be saleable to and sell for national advertisers.

They are not content with our $270 million slice of the national advertising pie, They'll make it $350 million within the year because they are concentrating on the main business, the long overdue business of first showing national advertisers why network will do a better job than magazines, spot will do a better job than newspapers, and almost any type of radio that gets the same loving laying on of hands that tv gets from agencies will outproduce the silver screen dollar for dollar.



How well do you know the Boston market?

As any native can tell you, there's a lot to be seen in and around Boston. If you're familiar with the land of the cod, you may recognize quite a few of the photographs above.

A. WEEI's Priscilla Fortescue interviewing singer Julius LaRosa.

B. Warehouse in New Bedford.

C. Old church in Attleboro.

D. Second Millennium idol at the Boston Museum of Fine Arts.

E. Radiator in Glass Flower Room at Harvard University.

F. Lighthouse and breakwater in East Gloucester, Massachusetts.

G. Photograph of an electrical discharge, made at the Massachusetts Institute of Technology.

H. Chinese Merchants National Bank, Stuart Street, Boston.

I. Trademark of the Davis Brothers Fisheries, Gloucester.

J. Three dimensional abstraction, Shoppers' World, Framingham.

K. E. B. Rideout, WEEI's weather expert for the past 30 years.

L. Sculpture on Harvard campus.

Anyone familiar enough with Boston to recognize its landmarks will also recognize this basic truth about the Bostonian himself: he's a tough customer to sell. But once you've won his trust and his confidence, he's likely to be your customer for life. WEEI has already won that trust for the products it advertises. No one knows the Boston market as WEEI does — especially the buying habits and brand loyalties of the Boston people. When you have something to sell to people in that special Boston market, call CBS Radio Spot Sales or WEEI Radio.

Credits: B, C, F, I, J – Standard Oil Co., N. J.; G – Massachusetts Institute of Technology.

WEEI

MICKELSON SAYS TV MUST AVOID PROPAGANDA AT CONVENTIONS

- **CBS vice president panel speaker at SDX meet in Louisville**
- **Cites danger of election coverage becoming 'spectaculars'**
- **Day of all-electronic tabulation forecast by NBC's Taylor**

IN a post mortem panel on 1956 election coverage, Sig Mickelson, CBS vice president in charge of news and public affairs, told the 47th annual convention of Sigma Delta Chi, professional journalistic fraternity, in Louisville Thursday that "the greatest thing that television has to fear is the power of television itself."

While he disclaimed perfect coverage of the conventions and the elections, Mr. Mickelson said tv must exercise vigilance against the staging of "tremendous propaganda conventions." The danger, he said, is that they are no longer news events but "spectaculars."

Other panel participants felt that a vastly better job was done in 1956 than four years earlier when Democratic candidate Adlai Stevenson leveled the charge of a "one-party press." Turner Catledge, managing editor of the *New York Times,* who moderated the panel, commented that the charge itself probably influenced all media in closer and more efficient coverage.

Also taking part in the panel were Davidson Taylor, NBC vice president in charge of public affairs; William L. (Bill) Beale, chief of the Washington bureau of the Associated Press, and Julius Frandsen, news editor of the Washington bureau of United Press.

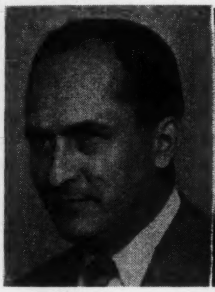
Dictates of Experience

Mr. Taylor said that while tv reached maturity in its election coverage, there were things he would be disposed to handle differently next time. He would use less complicated camera angles, for one thing. He predicted the day of election tabulation by all-electronic means.

Mr. Beale said there had been less complaint regarding coverage of this election than any in his experience, going back to 1932.

The Freedom of Information report, which incorporated model statutes on freedom of access by all media at all governmental levels and likewise supported the substance of the proposed Moss bill to be introduced next session by Rep. John E. Moss (D-Calif.), was accepted unanimously by the convention Thursday. In the absence of V. E. (Red) Newton, managing editor of the *Tampa* (Fla.) *Tribune* (WFLA-AM-TV), the report was presented by Jim Brooks, president of the Chicago professional chapter.

Four Sigma Delta Chi awards for distinguished service in journalism were presented to college students in recognition of broadcast newswriting and reporting. The awards, presented Thursday by Executive Counsellor Robert M. White II, editor of the *Mexico* (Mo.) *Ledger,* follow:



MR. MICKELSON

MR. TAYLOR

Radio Reporting to Warren Wolfson, for script, and Ted Elbert, for beeper phone interviews with Dr. C. T. Moss, concerning ileitis, on June 8, following first news of President's illness. Messrs. Wolfson and Elbert are students at the U. of Illinois. Broadcast was made on WILL Urbana (U. of Illinois station).

Television Reporting to P. J. O'Connell, reporter-cameraman, for film-and-script coverage of fire that destroyed three business establishments on main street of Jewell, Iowa. Mr. O'Connell is student at Iowa State College. Broadcast was done on WOI-TV Ames (owned by Iowa State College).

Radio Commentary to Roger Pihl, Jim Carrig and Wayne Wille, students at Medill School of Journalism, Northwestern U., for series of four weekly five-minute programs dealing with problem of grade crossing accidents, broadcast on WNMP Evanston (a commercial station).

Public Service in Radio Journalism to John Debrine and Don Segall for "Curbstone Playground," a radio documentary dealing with city gangs, combining drama with actual interviews. Messrs. Debrine and Segall are students at Boston U.'s School of Public Relations and Communications. Program was broadcast on WBUR (FM) Boston (owned by Boston U.).

RETMA Urges Cutback On Set Excise Taxes

A THREE-POINT program for urging reduction of certain excise taxes and elimination of others on radio-tv receivers was approved by Radio Electronics Television Mfrs. Assn. at its quarterly meeting in Chicago last week. (Also see excise tax story, page 78.)

In preparation for its appearance before a House Ways and Means Subcommittee this Wednesday, RETMA moved to adhere closely to its previous position on excises. It favored (1) reduction from 10% to 5% on sets and other products, (2) elimination of 10% tax on all channel receivers (with uhf) and (3) dropping of same levy on color units [AT DEADLINE, Nov. 26].

RETMA board also approved a recommendation of the association's set division for establishment of an industrywide (RETMA) educational committee to coordinate the training and vocational activities of its various divisions, sections and committees.

With respect to excise tax testimony, RETMA is prepared to offer other suggestions, including one for tape-recorders and recorder-playbacks.

The question of whether some units constitute components or end products also will be raised.

One of the more controversial subjects raised at last week's meeting of RETMA's board and various divisions, sections and committees at the Sheraton Hotel (Tuesday through Thursday) was that of "counterfeiting" receiving tubes. Practice by some individuals of buying tubes, removing manufacturer labels and stamping them with other brand names is felt by the association to be costly and illegal, particularly in two or three major cities, with manufacturers being bilked.

The board also heard a status report from its frequency allocation committee, headed by W. R. G. Baker, General Electric Co., and RETMA president, in connection with activities involving TASO—Television Allocations Study Organization. Group was set up at the suggestion of FCC and includes two RETMA representatives.

RAB Shows How Radio Exceeds Daytime Tv

WHO listens and sees what—and when? According to Radio Advertising Bureau more families listen to radio than watch tv between 7 a.m. and 5 p.m., and more *adults* listen to radio than watch tv between 7 a.m. and 7 p.m. Furthermore, RAB points out that the nighttime radio audience (6 p.m.-12 midnight) averages twice as many adults as does daytime tv (7 a.m.-6 p.m.).

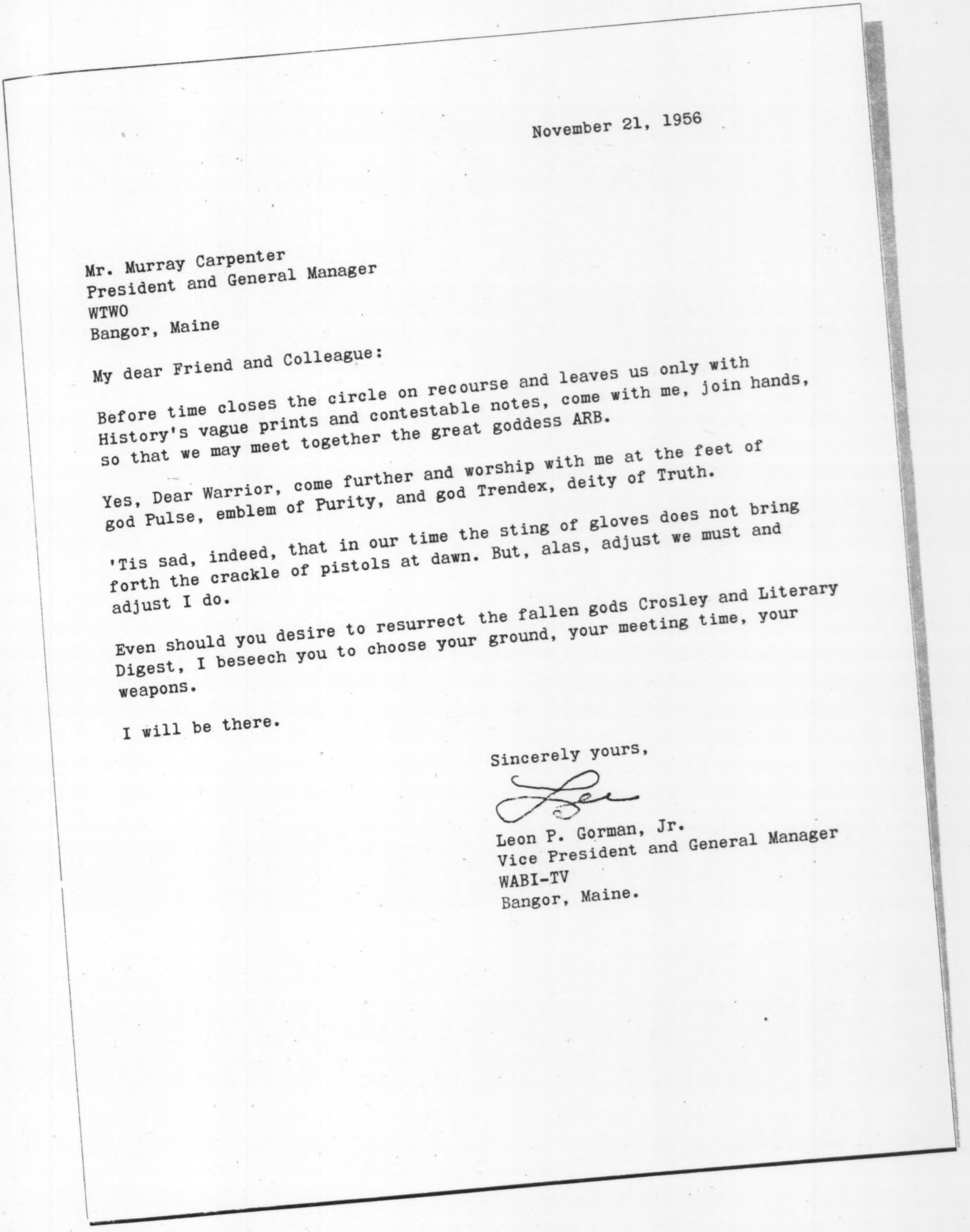
These statistics are but a few contained in a new RAB research report titled "New Audience Patterns," based on a Pulse Inc. analysis or "profile" of the top 27 markets where tv penetration has passed the 90% figure.

The report breaks down sets-in-use as between radio and television, shows viewing habits (i.e. individually, by group or family) on an hourly basis, and presents data on the cost efficiency of the two media.

What does this report show? Comments RAB Vice President and Promotion Director Sherril Taylor: ". . . We wanted to see exactly what effect tv has had on radio listening patterns. Radio, we've found, emerges as a powerful medium that delivers big, adult audiences through the 17-hour broadcasting day while major tv audiences are concentrated within a 6-hour peak of nighttime viewing."

Instead of mailing this report to agencies and advertisers, RAB has asked interested parties to contact local stations, networks or station representatives.

AN OPEN LETTER



November 21, 1956

Mr. Murray Carpenter
President and General Manager
WTWO
Bangor, Maine

My dear Friend and Colleague:

Before time closes the circle on recourse and leaves us only with History's vague prints and contestable notes, come with me, join hands, so that we may meet together the great goddess ARB.

Yes, Dear Warrior, come further and worship with me at the feet of god Pulse, emblem of Purity, and god Trendex, deity of Truth.

'Tis sad, indeed, that in our time the sting of gloves does not bring forth the crackle of pistols at dawn. But, alas, adjust we must and adjust I do.

Even should you desire to resurrect the fallen gods Crosley and Literary Digest, I beseech you to choose your ground, your meeting time, your weapons.

I will be there.

Sincerely yours,

Lee

Leon P. Gorman, Jr.
Vice President and General Manager
WABI-TV
Bangor, Maine.

Disc Jockeys Organize Public Service Council

FORMATION of the National Council of Disc Jockeys for Public Service was announced last Monday by Murray Kaufman, WMCA New York personality. According to Mr. Kaufman, elected president of the organization, the NCDJPS is a non-profit membership corporation dedicated to "the building of a stronger young America."

Mr. Kaufman pointed out that although the council has a "unique opportunity to reach an estimated 20 million youngsters who listen to and watch radio-tv programs daily," the members of the council "don't want to be do gooders . . . preachers, because we'd only lose our rapport with these kids."

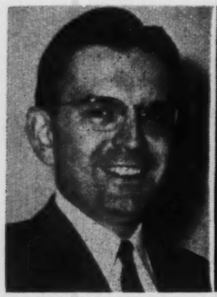
The group will attempt to utilize the "enormous influence" its members wield on the mass audience by sponsoring local community affairs (with the council's sanction) and, in general, lending the weight of their names to social programs designed to combat juvenile delinquency and to other betterment drives.

The board of governors includes, aside from Mr. Kaufman, Howard Miller, WIND Chicago; Al Jarvis, KFWB Hollywood; Bob Clayton, WHDH Boston; Dick Clark, WFIL-TV Philadelphia; Don McLeod, WJBK Detroit; Mark Evans WTOP Washington; Art Pallan, KDKA Pittsburgh, and Phil McLean, WERE Cleveland. Organizations with which the council will work include the Heart Fund, the Girl and Boy Scouts, Community Chest, and a number of others.

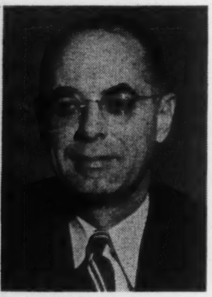
Sowell, Hatch Join NARTB Radio Board

TWO new members of the NARTB Radio Board were elected last week in special balloting to fill vacancies. F. C. Sowell, vice president-general manager of WLAC Nashville, was elected director for Dist. 6 (Ark., La., Miss., Tenn.). He fills a vacancy created by the death of David Wilson, KPLC Lake Charles, La., winning the election over Sam W. Anderson, KFFA Helena, Ark.

George C. Hatch, president of KALL Salt Lake City and vice president of KUTV (TV), was elected to the Dist. 14 (Mountain States) post formerly held by Walter E. Wagstaff, who resigned when he moved from KIDO Boise, Idaho, to KGW-TV Portland, Ore.



MR. HATCH



MR. SOWELL

Mr. Sowell has been at WLAC 27 years, having previously worked on a Tennessee newspaper. He has been active on NARTB committees and is a member of the 1957 Convention Committee. Last spring he was resolutions chairman at the NARTB Chicago convention. Mr. Hatch is president of the Utah Broadcasters Assn.

ARIZONA
BROADCASTERS
ASSOCIATION

NEW president of Arizona Broadcasters Assn., Dick Lewis, KTAR-KVAR (TV) Phoenix, is greeted by Lee Little, KTUC Tucson, retiring president, at the ABA meeting. L to r: Messrs Lewis and Little; Tom Wallace, KTKT Tucson, vice president, and Howard Loeb, KRIZ Phoenix, secretary-treasurer.

RETMA Consolidates Headquarters Office

HEADQUARTERS of Radio-Electronics-Tv Mfrs. Assn. will be moved about Feb. 1 to 1721 DeSales St. N.W., Washington. James D. Secrest, executive vice president, said the building will be known as the RETMA Building. It is a four-story structure and is now being remodeled. Conference facilities will be provided. The building is adjacent to the BROADCASTING•TELECASTING Bldg., across from the Mayflower Hotel.

Currently RETMA is headquartered in two Washington buildings, Wyatt and Sheraton. The consolidation will effect economies, Mr. Secrest said. The association's engineering department, now in New York, may be moved to Washington later. Members will have a chance to visit the new headquarters during the association's spring meetings, March 13-15.

NARTB Am Committee Meets

NARTB's Am Committee will meet Thursday at the Statler Hotel, Washington, with Chairman Grover C. Cobb, KVGB Great Bend, Kan., presiding. Committee members are George Cory, KUBC Montrose, Colo.; Cecil Hoskins, WWNC Asheville, N. C.; Richard H. Mason, WPTF Raleigh, N. C.; John Patt, WJR Detroit; Todd Storz, KOWH Omaha; W. H. Summerville, WWL New Orleans; C. L. Thomas, KXOK St. Louis; Merle H. Tucker, KGAK Gallup, N. M.; Owen F. Uridge, WCKR Miami; Jack Younts, WEEB Southern Pines, N. C.; Charles R. Denny, NBC; Don Durgin, ABC; Arthur Hull Hayes, CBS; John B. Poor, MBS.

Arizona Stations to Pass Sales Tax on to Sponsors

ARIZONA broadcasters are passing on a 1% state sales tax to sponsor, collecting the tax at the source for state government, as result of conference held during a recent Arizona Broadcasters Assn. meeting at Tucson. Procedure applies to intrastate networks as well as in case of state business.

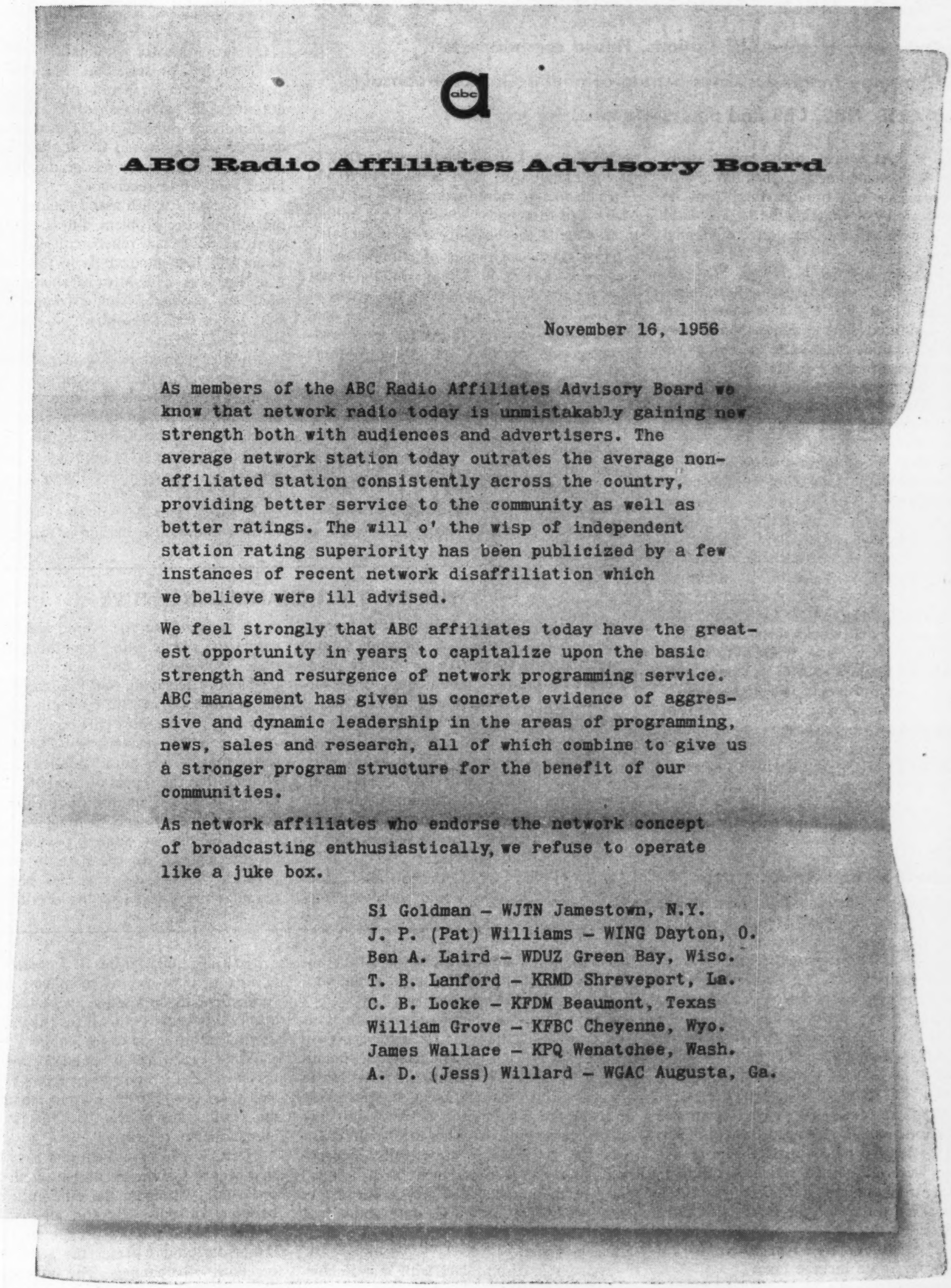
Dick Lewis, KTAR-KVAR (TV) Phoenix, was elected president of ABA at the meeting, succeeding Lee Little, KTUC Tucson. Other officers are Tom Wallace Sr., KTKT Tucson, vice president, and Howard Loeb, KRIZ Phoenix. New board members are Mr. Little Arlo Woolery, KSUN Bisbee; Gene Spry, KPHO Phoenix, and Homer Lane, KOOL Phoenix. The ABA adopted a resolution calling on NARTB to change its name back to NAB.

TvB Renews Rorabaugh Contract

INITIAL one-year contract of Television Bureau of Advertising with N. C. Rorabaugh Co., which works with bureau on its quarterly tv spot expenditure reports, is being renewed for five-year period, Norman E. (Pete) Cash, TvB president, announced last week. TvB has issued four such reports covering last quarter of 1955 through third quarter of this year. Report is based on spot activity of 294 stations.

Salant Heads NARTB Committee

RICHARD S. SALANT, CBS, has been reappointed chairman of the NARTB Television Transmission Tariffs Committee for the 1956-57 fiscal year. Serving with him are A. James Ebel, KOLN-TV Lincoln, Neb.; Joseph Heffernan, NBC; Frank Marx, ABC; Robert B. McConnell, WISH-TV Indianapolis; Donald H. McGannon, Westinghouse Broadcasting Co.; W. D. Rogers Jr., KDUB-TV Lubbock, Texas; Colin M. Selph, KEYT (TV) Santa Barbara, Calif., and Lee B. Wailes, Storer Broadcasting Co.



ABC Radio Affiliates Advisory Board

November 16, 1956

As members of the ABC Radio Affiliates Advisory Board we know that network radio today is unmistakably gaining new strength both with audiences and advertisers. The average network station today outrates the average non-affiliated station consistently across the country, providing better service to the community as well as better ratings. The will o' the wisp of independent station rating superiority has been publicized by a few instances of recent network disaffiliation which we believe were ill advised.

We feel strongly that ABC affiliates today have the greatest opportunity in years to capitalize upon the basic strength and resurgence of network programming service. ABC management has given us concrete evidence of aggressive and dynamic leadership in the areas of programming, news, sales and research, all of which combine to give us a stronger program structure for the benefit of our communities.

As network affiliates who endorse the network concept of broadcasting enthusiastically, we refuse to operate like a juke box.

Si Goldman – WJTN Jamestown, N.Y.
J. P. (Pat) Williams – WING Dayton, O.
Ben A. Laird – WDUZ Green Bay, Wisc.
T. B. Lanford – KRMD Shreveport, La.
C. B. Locke – KFDM Beaumont, Texas
William Grove – KFBC Cheyenne, Wyo.
James Wallace – KPQ Wenatchee, Wash.
A. D. (Jess) Willard – WGAC Augusta, Ga.

INDUSTRY CALLS FOR AID TO UHF BY LIFTING ALL-CHANNEL SET TAX

- **Only way to save uhf stations, House committee told**
- **Chairman Magnuson says Senate committee backs proposal**
- **NARTB, NBC, CBS and others cite need for tax relief**

INFLUENTIAL voices in the broadcasting industry last week lined up behind a proposal to rescue uhf broadcasting from its crippled state by eliminating the 10% federal manufacturer's excise tax on all-channel television sets.

In testimony before a House Ways & Means subcommittee headed by Rep. Aime J. Forand (D-R. I.), or in statements or letters submitted to the House unit, they voiced convictions that excise tax relief—to equalize the difference in the costs of vhf-only and all-channel sets and thus to increase uhf circulation—is the strongest possible move and perhaps the only one possible that can save uhf.

Testifying or submitting statements and letters supporting the tax elimination proposal last week were Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, which held hearings in the 83d and 84th Congresses on uhf troubles and membership of which is unanimously behind the proposal; John W. English, vice chairman of the Committee for Competitive Tv and officer and stockholder in WNAO-TV Raleigh, N. C., and WSEE (TV) Erie, Pa., both uhf stations; NARTB; Frank Stanton, CBS Inc. president; Joseph V. Heffernan, NBC financial vice president; Assn. of Maximum Service Telecasters, and others.

The subcommittee, which continues its sessions this week, opened hearings last Monday on the excise tax structure. Other witnesses are expected to support the proposal to eliminate the excise tax on all-channel sets.

Opposition from Treasury Dept.

The Treasury Dept. has opposed lifting the tax on grounds it will result in loss of revenue. Although the amount of revenue involved is not known because the Treasury does not break down the tax revenues received from television receivers, radio sets, phonographs and components, the revenue figure is estimated between $75 million and $100 million annually.

NBC Financial Vice President Heffernan in testimony last week described the excise tax revenue on tv sets now as running around $75 million annually. He argued that this loss would be largely made up when more uhf stations were established and began making money, estimating that if 1,000 of the 1,300 uhf stations authorized in FCC allocations plan were on the air they could be expected to yield an additional 50 million dollars a year in corporate income taxes.

Chairman Forand told Mr. Heffernan that if the subcommittee could find new "offsetting" revenue "we would be able to go all-out for the proposal."

Radio-Electronics-Tv Mfrs. Assn., which is scheduled to testify this Wednesday, reported last week its evaluation of factory tv set production for 1955 is $1,071,020,420—which means manufacturer's excise taxes of 10% of that figure would be $107 million in revenue to the Treasury from tv set sales.

Most of the advocates of elimination of the excise tax say the action would give uhf its biggest boost by equalizing the prices of the two types of receivers, so that the consumer would buy the all-channel set in preference to the vhf-only set. Although there are other technical problems to be solved, the excise tax relief is the best remedy and would have an immediate effect on uhf broadcasting by encouraging present hard-pressed uhf operators to stay on the air, providing others with incentive to return from their suspended-operation status or to begin construction on FCC grants, it was stated.

WWLP (TV)'S ALL-CHANNEL INCENTIVE

A UHF STATION—WWLP (TV) Springfield, Mass. (ch. 22)—is offering a "full year of advertising free for their tv products" to the first manufacturer of tv sets which will put out nothing but all-channel tv sets for national distribution.

The unusual challenge came last week from the station's general manager, William L. Putnam. The "full year of advertising" will consist of time representing the yearly expenditure the manufacturer now has allocated for his advertising in the Springfield market.

Mr. Putnam noted that an all-channel tv set distribution would serve the medium of television and would aid in providing the public with "maximum reception." Observing, too, that the "basic problem of receiving uhf" has come from the manufacturers who have put out vhf-only sets, for the most part because of obvious economic reasons, Mr. Putnam asserted that his was not a "publicity stunt." He said that the repeal of the 10% excise tax on tv sets is up for discussion once again in Congress, and "if the government cannot see its way clear to provide equal tv service to all American tv set owners, perhaps we broadcasters can help the manufacturers provide this service."

Sen. Magnuson submitted a statement urging elimination of the excise tax from all-channel tv sets if possible, and "at the very least from all-channel color sets."

The Washington Democrat, who noted his views on elimination of the excise tax on all-channel sets are concurred in unanimously by the other members of the Senate Commerce Committee, said it was made clear in the committee's hearings in 1954 and January-July 1956 that the 70 uhf channels are "not being successfully incorporated into our national television structure," and are falling into disuse. Of 343 uhf tv grants made by the FCC, only about half went on the air and only 91 now are operating, he stated.

The Senate group met with manufacturers of sets and tuners, but could get no agreement among them to make all-channel sets because of antitrust complications, Sen. Magnuson continued.

The most important benefit in eliminating the excise tax would be in increasing the usefulness of the 75% of tv frequencies which are in the uhf band. Only in this way can many communities hope to get a local service or to have a second, third or fourth program service, he explained.

On proposals for elimination of tax on all-channel color sets, Sen. Magnuson said that while such an action obviously would not stimulate production of all-channel sets as rapidly as removal of the tax on all all-channel sets, it "would accomplish the same result in time as color sets gradually replace black and white receivers."

CCT's Mr. English asked rhetorically how the uhf set tax problem differs from other worthy excise tax relief requests, and answered: "Most importantly in this: the government, with its control of allocations, created this problem. The government has a duty to correct the problem. No one else can do so."

Another important aspect, he added, is that the government by allocating tv channels dictates to the people the kind of tv signals they will receive in different areas and "it would seem an outrage" if the people in uhf-only markets were required to pay more for their receivers than those in vhf-only markets. "Yet that is the present case," he said, and it can be equalized only by removing the excise tax on all-channel sets.

NARTB, noting it has 317 tv stations and all the tv networks as members, said it is fundamentally opposed to excise tax on radio and tv sets because this taxes the circulation of vital information to the public.

While renewing its stand against excise taxes on radio and tv receivers, NARTB said there are "further reasons which justify the elimination of the 10% excise tax on all-channel tv receivers."

NARTB said manufacturers have testified that removal of the excise tax on all-channel sets would eliminate the difference in price between vhf-only sets and all-channel sets and as a result the prospective set buyer undoubtedly would prefer the set capable of receiving all channels. The increase in all-channel receivers would encourage competition in the tv broadcasting field by allowing uhf stations to compete more effectively with vhf stations. Such an action would not mean a tax loss since increased income taxes from successful uhf stations should more

WASHINGTON
Pacific Ocean
OREGON
*316,000 WATTS

KLOR'S WONDER WORKING Power* TO SELL

METROPOLITAN PORTLAND (OREGON)

THE NATION'S 20th MARKET

316,000 watts carrying your product story into the homes of this fast-growing, dollar-rich Pacific Northwest market.

POWER-PACK PERFORMANCE... "measurable merchandising" on-the-spot—a sales "task force" representing over 100 years (combined) experience in sales, merchandising, radio and television, go to work for you the moment you place your schedule on KLOR!

Get the facts
Get the figures
from
GEORGE P. HOLLINGBERY CO.

KLOR
PORTLAND, OREGON
Good Looking
Home-Owned
Channel 12

HENRY A. WHITE
President

S. JOHN SCHILE
General Manager

than offset any slight increase in excise tax revenue which might result, the NARTB statement pointed out.

The CBS president's letter said the company wants to record its vigorous support of removal of the excise tax on all-channel sets, both black and white and color, and believes such a step is basic and necessary toward "achieving the sound development of uhf television broadcasting." Use of uhf, along with vhf, is in turn necessary for full utilization of the tv spectrum and for effectuation of a "wholly free system of nationwide competitive television broadcasting."

Dr. Stanton said CBS' view is solely that of the broadcaster. It makes no tv receivers and would derive no tax savings from elimination of the excise tax. Its sole interest, he added, is to encourage the wider use and sounder growth of uhf.

Noting the price differential between the two types (all-channel and vhf-only) has been an important deterrent to growth of uhf. Dr. Stanton said this has resulted in a disappointing lag in sale of all-channel sets, with grave consequences to the uhf broadcaster because he sells circulation to an advertiser.

Mr. Heffernan said the FCC has declared the development of a nationwide television system to be the national policy and that elimination of the excise tax on all-channel tv sets will "remove a principal handicap."

Noting that the proposal has the unanimous support of the FCC and the Senate Commerce Committee, the NBC executive said it also has the approval of NARTB, Committee for Competitive Tv, Assn. of Maximum Service Telecasters, several educational broadcasters and others.

When the FCC in 1952 authorized 70 uhf channels to meet the growing problem brought about by the shortage of vhf channels, it was contemplated that hundreds of uhf stations would soon go into operation, Mr. Heffernan said. Instead, only 91 uhfs, a bare 7% of the 1,300 contemplated under the FCC plan, are in operation today.

Since the price differential between vhf and all-channel sets acted as a deterrent to development of uhf circulation, most set production continued to be vhf only and this limited the growth and success of uhf stations, Mr. Heffernan continued.

This disparity in circulation between uhf and vhf has increased each year and the greater it becomes the greater the handicap tv has to overcome if it is to expand in the only area available to it—uhf—the NBC vice president said.

Mr. Heffernan said that in the home districts of two of the House subcommittee's members there are six and five radio stations, respectively; yet in neither is there a tv station, although three have been authorized in each district. Without tax action, the NBC executive said, "we know of no realistic basis to hold out encouragement."

The situation in tv is unique, Mr. Heffernan said, in that radio stations have been increasing while the growth in number of tv stations "has virtually come to a stop—and at a level which falls far short of fulfilling the national policy for a television system based on a multiplicity of stations.

The AMST statement described the excise tax as "in large part responsible for the failure of uhf television to provide the public service expected of it."

The present unsatisfactory uhf situation is the result of a number of interrelated problems not yet resolved, but perhaps the most serious, AMST said, is the unsatisfactory quality of the uhf equipment in all-channel receivers as compared with vhf equipment. In addition, all-channel receivers are much more expensive than vhf-only models, with the result that few all-channel sets are sold and manufacturers have little incentive to improve the quality of uhf receiving equipment when there is a ready market for lower-priced vhf-only sets, the AMST statement continued.

Conversions to uhf are expensive and not very satisfactory technically, the statement pointed out.

Rep. Robert C. Byrd (D-W. Va.) called for removal of the 8% federal excise tax on community tv service. He said this "unfair and inequitable tax" is being collected from 50,000 tv set owners in West Virginia and more than 500,000 in 40 other states. Rep. Byrd said he did not believe the community tv service tax is legal.

A statement by the Record Industry Assn. of America asked for elimination of a 10% federal excise tax on records because radio and tv competition had largely replaced phonograph records as home entertainment, while the record industry itself has turned largely to educational and cultural production.

FCC Defers 6 Coast Licenses In Suspected Folger 'Lottery'

HARD CORE of a half-dozen west coast stations—which have indicated they are still carrying the Folger Coffee Co. doorbell ringing coffee quiz or have not answered an FCC inquiry [B•T, Nov. 12]—are still being carried on deferred license renewal in FCC files. All the others of the 34 stations queried regarding the program, which the Commission staff suspects is a possible lottery, have informed the Commission they either have not carried the promotion or have ceased carrying it. Their licenses already have been renewed, or will be when their terms expire.

In a drastic action the Commission last week rescinded its renewal of the licenses of KHJ-AM-FM Los Angeles and placed the renewal applications in the pending file until "resolution" of the Folger campaign question. The FCC renewed the RKO Teleradio stations' licenses earlier last month.

Meanwhile the Commission was informed that the Folger Coffee Co. and its advertising agency, Raymond R. Morgan Co., Los Angeles, desired to convince the FCC that the quiz show was legitimate and did not violate the lottery laws. It asked the Commission not to take any action in this matter before Dec. 11, when, it is presumed, a justification of the program will be submitted.

The program involves, it is understood, a message over the airwaves urging listeners to always answer their doorbell with a Folger coffee can in their hands. If the Folger representative is the visitor, it is understood, a prize is given.

KOB Gets Order to Go Nighttime Directional

THE FCC last week ordered KOB Albuquerque, N. M., to go nighttime directional in order to protect WABC New York, the dominant station on the 770 kc clear channel. The order was issued following KOB's qualified agreement to revise its antenna transmission pattern two weeks ago [B•T, Nov. 26].

KOB has been operating on 770 kc under temporary authority of the FCC since 1941. The NBC-affiliated outlet uses 50 kw daytime and 25 kw nighttime. The Commission's action was initiated by a Court of Appeals order which told the FCC that it must protect Class 1 WABC on 770 kc. WABC has been fighting to force KOB off its frequency for 15 years.

The Commission's order last week gave KOB 10 days from Nov. 26 to begin taking steps to revise its antenna structure and 120 days from Nov. 26 for completion of this job. The Commission told KOB to let it know within 13 days from Nov. 26 date what determination it has made on beginning construction of a directional nighttime antenna array. The KOB nighttime directional operation is a temporary measure pending a permanent solution to this clear channel tangle.

KOB's agreement to institute nighttime directional operation was predicated on the Commission's designating a clear channel within 30 days for it to operate on as a Class 1-B outlet. KOB in 1940 was assigned as a Class 1-B station on 1180 kc; it was officially moved to 1030 kc in 1941 and then to 770 kc temporarily.

In the meantime, ABC, owner of WABC, wrote FCC Chairman George C. McConnaughey last week that it objects to the Commission's solution of the KOB problem—even on an interim basis. It urged that the FCC order KOB back to its regularly licensed 1030 kc channel.

Three New Radio Stations Get FCC Authorization

THE FCC granted construction permits for three new am stations last week. Cities and permittees:

Franklin, N. C.—Macon County Broadcasting Co., 1050 kc, 500 w, daytime. Equal owners are Graves Taylor, stockholder in WJR Detroit; Henry G. Bartol Jr., 50% owner of WTYN Tryon, N. C., and John E. Boyd.

Athens, Ohio—Ohio U., 1340 kc, 100 w, unlimited hours, non-commercial educational. Ohio U. also owns WOUI (FM) Athens.

Midland, Tex.—Great Western Radio Co., 1580 kc, 1 kw, daytime. George Wayne Inglis, insurance-real estate interests, and Elvis Leo Roberts, part owner of movie theatre, are partners.

"MIDDLE OF THE NIGHT" starring Edward G. Robinson and Gena Rowlands

"A PACKED HOUSE EVERY PERFORMANCE"

In theatre lingo, a "tightly-knit" production creates many things . . . a "sizzling success" . . . a "long run" or an "SRO boxoffice". "Middle of The Night", for example.

Naturally, this smattering of "legitimate" lingo leads straight to the WICU story, which is: around the Erie area (3 states and 2 countries) tv commercials consistently reach a "packed house every performance". (Check the score below.) The reason, of course, is the circle of successful programming that surrounds your messages over WICU. (The only VHF station within 100 miles.) Timebuyers never had it so good!

So, if you're tired of summer stock (or shock!), take your sock and buskin over to the WICU stage and trod the professional boards. A note to Ben McLaughlin, General Manager or a call to Petry, will place a star on your door.

A LOOK AT THE BOX OFFICE*

	National	WICU
Eddie Fisher	9.0	44.3
Medic	25.6	52.3
Truth or Consequences	16.9	52.3
Screen Directors Playhouse	14.7	51.8
Mickey Mouse Club	19.5	33.6
Big Story	24.7	55.8
People Are Funny	22.1	54.3
Ford Theatre	23.8	54.0
I Led Three Lives	13.8	54.0
Loretta Young	25.0	54.0

*Telepulse February, 1956

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

BMI OPENS BOOKS FOR CONGRESS

- **Antitrust subcommittee sees records on CBS, NBC fees**
- **Five-year totals show ASCAP got three times as much**

BROADCAST Music Inc. received a total of $8,405,632 in performance fees from CBS and NBC during the years 1951-55, inclusive, while the American Society of Composers, Authors & Publishers received $24,792,156 from the two networks over the same period, BMI reported last week in information filed with the House Antitrust Subcommittee.

Since the organization of BMI in 1939 the two networks have paid BMI a total of $16,534,370 as of last July 31, according to BMI, which reported CBS had paid in $8,520,291 and NBC $8,014,079 from Oct. 1, 1939, through July 31, 1956.

BMI, answering a list of questions brought up during testimony last September in the House subcommittee's hearings in New York, also furnished information on BMI stockholders; compared its system of fee collections for performances with that of ASCAP; presented data indicating the predominance of ASCAP songs in and out of broadcasting and denied that a controversial BMI contract with a music publisher constituted a violation of antitrust laws, adding that the disputed document was the only such contract BMI ever made and that it never was enforced, anyway.

BMI explained that television networks pay ASCAP a sustaining fee of $12.50 monthly for each affiliate, plus 2½% of the network's net receipts from sponsors after deductions, while BMI gets only 1.09% of such receipts and no sustaining fee. In radio, ASCAP is paid $200 a year sustaining fee for each affiliate, plus 2.75% of the network's net receipts after deductions, while BMI gets 1.2% of such receipts and no sustaining fee.

Stations' Stock in BMI

The 73,104 shares of BMI stock are held by 624 stations, BMI said, while BMI music is licensed to 3,839 radio and tv stations.

Answering charges made during the hearings that BMI songs dominate radio-tv popularity polls, BMI furnished information, requested by the subcommittee, based on "Tunes With Greatest Radio-Tv Audience" for a week out of each month for the period March through August 1956. The popularity percentage for the weeks March 17, April 21, May 19, June 16, July 21 and Aug. 18, based on John G. Peatman's copyrighted Audience Coverage Index appearing in *Billboard* magazine, for these weeks respectively, were:

Radio: BMI 28.1, ASCAP 71.8; BMI 9.6, ASCAP 90.3; BMI 10, ASCAP 90; BMI 23.3, ASCAP 76.6; BMI 13.3, ASCAP 86.6; BMI 27.5, ASCAP 72.4.

Tv: BMI 35.4, ASCAP 64.5; BMI 36.6, ASCAP, 63.3; BMI 26.6, ASCAP 73.3; BMI 31, ASCAP 68.9; BMI 20, ASCAP 80; BMI 26, ASCAP 73.3.

On the other hand, BMI said, *Billboard's* "Honor Roll of Hits," a list of top tunes based on record and sheet music sales and disc jockey and juke box performances, contains a higher ratio of BMI-licensed compositions than the Peatman survey. This indicates, BMI said, that BMI compositions are played more off the air (on juke boxes, etc.) than on radio or tv.

BMI submitted additional information on its 1949 contract with Hill & Range Songs Inc., in which principals of Hill & Range agreed that three other music publishing firms owned by the same principals and publishing ASCAP music would not "engage in or perform any exploitation, song plugging or similar activities, or any other activities for the purpose of obtaining performances of musical compositions."

In its report last week, BMI said, "We contend BMI is entitled to ask the publisher who receives a substantial guarantee from BMI not to divert his energies to plugging of ASCAP tunes."

BMI asserted that its financing during its organization period was "not based on any guarantees by CBS and NBC." CBS has told the committee that the network became "contingently liable" in 1940 in the amount of $400,000 for BMI purchase of the E. B. Marks Corp. (music firm) catalogue, but that the network never was called upon to furnish the money [B•T, Nov. 5].

Court Hears Arguments On FCC Station Limit

VALIDITY of FCC's rules governing multiple ownership was argued last Monday before the U. S. Court of Appeals, Washington, by Storer Broadcasting Co. and the Commission. The Storer appeal from the FCC's numerical limit on station ownership had been remanded to the court by the U. S. Supreme Court, which had reversed the Appellate Court by upholding the Commission's right to limit tv holdings [B•T, May 28].

Albert R. Connelly, arguing for Storer, contended the FCC's former limit of five tv stations (now seven of which at least two must be uhf) was arbitrary and capricious, not being adequately explained in its order promulgating the rule. To support his claim, Mr. Connelly cited multiple ownership cases where groups with fewer stations than Storer actually serve up to four times as many people. He showed how other multiple owners had much higher revenues and added that under the numerical rule a station in Butte, Mont., holds the same status as one in New York City.

Mr. Connelly also objected to a provision of the rule by which a 1% stockholding applies in multiple ownership cases. He contended the FCC actually has had little experience with ownership of five tv stations by a single interest.

Warren E. Baker, FCC general counsel, reminded that the Supreme Court had upheld the Commission's authority to adopt this type of rule and said the basic purpose was to promote diversified program viewpoints, provide maximum service and prevent concentration of ownership or power. He held that ownership of a large number of stations gives unfair competitive advantages in network affiliations, sale of national spot and purchase of films. Asking rhetorically if the Commission rule is unreasonable, he said Storer misunderstands the basic purpose of the rule. He said the rule doesn't prevent Storer from serving as great a populace as NBC, for example.

Mr. Baker agreed there may be need for a rule beyond the one-to-a-city limit and the seven-seven-seven maximum. This might cover "in-between situations," he said.

The argument was heard by Circuit Judges E. Barrett Prettyman, Wilbur K. Miller and David L. Bazelon.

Ralph Renton Succeeds Boese As Asst. FCC Chief Engineer

MR. RENTON

RALPH J. RENTON, in charge of the FCC Conelrad program since 1951, will succeed William C. Boese as assistant chief engineer of the Commission in charge of technical research, it was announced last week. Mr. Boese resigned to join Johns Hopkins U. Applied Physics Lab, Silver Spring Md. [AT DEADLINE, Nov. 26].

Mr. Renton joined the Federal Radio Commission as junior radio inspector in Boston in 1927 and came to Washington in 1941.

He served as chief of the equipment and project section, assistant chief of the technical operations section and for three years was chairman of North American Regional Broadcasting Engineering Committee.

Balaban Brothers Receive Grant For Birmingham, Ala., Ch. 42

BIRMINGHAM Television Corp., owned by Harry and Elmer Balaban, was granted ch. 42 in the Alabama city last week by the FCC.

The Balabans, who have midwestern theatre interests, own 50% of the following stations: ch. 20 WICS (TV) Springfield, Ill.; ch. 39 WTVO (TV) Rockford, Ill.; ch. 23 WMCM (TV) Grand Rapids, Mich., and WRIT Milwaukee, and have applications pending for a WICS satellite in White Heath, Ill., and for interest in KFBI Wichita, Kan. The Birmingham outlet will operate with 16.6 kw visual power.

AF Suspends Use of 'Reflector'

OPERATION of a tv "reflector" at Holloman Air Development Center near Alamagordo, N. M., was ordered suspended by Air Force officials last week after they learned FCC had not approved the installation. The booster had been picking up and rebroadcasting ch. 9 KTSM-TV El Paso, Tex.

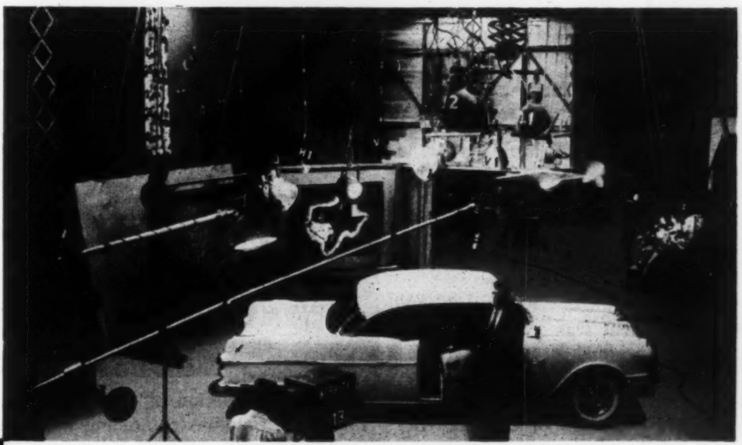
The Timebuyer Asks . . .

"DOES KTRK-TV DO MUCH LOCAL PROGRAMMING?"

A GOOD QUESTION, and one that every smart timebuyer asks about every station he buys. Local programming is a good index to the participation of the station in community affairs, and it becomes a reflection of the confidence and loyalty that the local audience has for the station.

Cunningham & Walsh's Joe Gavin, right, gets the KTRK-TV story from Bob Bryan of the George P. Hollingbery Company.

Year in and year out, KTRK-TV carries nearly as much local live programming as the other two stations combined. Better shows and showmanship demonstrate daily a regard and an understanding of the developing needs of the maturing Houston television market.



A top news staff headed by Ray Conaway turns out 6 daytime and 3 nightly newscasts daily—the best news coverage in town. And it's like that in every programming category. KTRK-TV offers more live local sports for Dad, more original wholesome local children's shows, more good "family" shows for Mother and all the family. No film series is ever shown without attention to local touch and live production. Add this local strength to ABC's great fall lineup and you find KTRK-TV the family favorite—and the best buy in Houston.

KTRK-TV THE CHRONICLE STATION, CHANNEL 13
P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC

HOUSTON CONSOLIDATED TELEVISION COMPANY
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett

NATIONAL REPRESENTATIVES:
GEO. P. HOLLINGBERY COMPANY, 500 Fifth Avenue, New York 36, New York

Deintermix Comments Deadline Maintained

EARLY comments on the FCC's proposals to detintermix 14 cities—the deadline for which is today (Monday)—included an ABC supplement to its July allocations plan involving the top 200 markets and a host of petitions by citizens and resolutions by municipal and business organizations in favor of or opposed to projected moves.

The Commission, faced with half dozen pleas for more time, remained adamant. It denied petitions asking for extensions of the deadline for another 30 to 45 days.

Among the comments filed last week was one from the Wisconsin Committee to Save Existing Rural Television Service. Accompanied by petitions containing more than 20,000 signatures, it urged the FCC to retain ch. 3 in Madison, Wis.

The Commission has proposed to deintermix various markets by (1) deleting the sole vhf to make a community all uhf; (2) by deleting a second vhf not yet operating to make a community predominantly uhf, or (3) by adding a vhf channel to make the community predominantly vhf.

The proposed changes were outlined last June [B•T, July 2]. They involve: Springfield, Ill.-St. Louis, Mo.; Hartford, Conn.-Providence, R. I.; Peoria, Ill.-Davenport, Iowa, Rock Island-Moline, Ill.; Norfolk-Portsmouth-Newport News, Va.-New Bern, N. C.; Albany-Schenectady-Troy-Vail Mills, N. Y., New Orleans, La.-Mobile, Ala.; Charleston, S. C.; Madison, Wis.; Duluth, Minn.-Superior, Wis.; Miami, Fla.; Evansville, Ind.; Elmira, N. Y.; Fresno-Santa Barbara, Calif., and Columbia, S. C.

ABC's Revisions Offered

The ABC document was an engineering exposition of its original proposals which propose deintermixture in the top 200 markets. Basic to the ABC proposal are reduced separations, some transfers of existing vhf operations and deintermixture.

Meanwhile added proposals for allocation changes were submitted to the FCC last week by (1) ch. 16 WNET (TV) Providence, R. I.; (2) by KLMR Lamar, Colo., and (3) by State Telecasting Co., Gulfport, Miss., uhf applicant.

WNET suggested other communities in Rhode Island to which Hartford's ch. 3 might be assigned. KLMR asked that ch. 12 be assigned to Lamar. State Telecasting urged that the Biloxi, Miss., educational reservation be changed from ch. 44 to ch. 13 (the only vhf in Biloxi) so that the gulf coast area may be all commercial uhf.

The FCC last week called for comments by Dec. 28 on a proposal by ch. 21 KVAN-TV Vancouver, Wash., to add ch. 2 there.

It denied:

(1) a request by WVET-TV Rochester, N. Y., seeking reconsideration of a proposal to make Elmira, N. Y., all uhf by deleting its ch. 9 and adding ch. 30 to present chs. 18 and 24;

(2) request by ch. 3 WTIC-TV Hartford, Conn. (conditional grantee), for reconsideration of proposal to make Hartford all uhf by deleting ch. 3 and assigning it to Providence, R. I. This would entail transferring ch. 61 Easthampton, Mass., to Hartford and deleting ch. 65 at Meriden, Conn.;

(3) request by WMAY-TV, conditional grantee of ch. 2 Springfield, Ill., to rescind proposed rule-making in Springfield-St. Louis, Mo., proceeding which would make Springfield all uhf by deletion of ch. 2. In so doing, ch. 2 would be reassigned to either St. Louis or Terre Haute, Ind., or both, and chs. 26 and either 36 or 39 would be assigned to Springfield in addition to present chs. 20 and educational 66;

(4) by WIRL-TV, conditional grantee of ch. 8 Peoria, Ill., for reconsideration of rule-making which would make Peoria all uhf. This would be accomplished by deleting ch. 8 and adding chs. 25 and 31 to present chs. 19 educational 37 and 43;

(5) petition by WMBD Peoria to sever from the deintermixture portion the proposal to assign ch. 31 to that city, and to institute separate rule-making to add that channel to Peoria;

(6) request by WTVW (TV), conditional grantee of ch. 7 Evansville, Ind., to withdraw rule-making which would make Evansville all uhf by removing educational reservation from ch. 56, giving that city chs. 50, 56, and 62 for commercial use. Ch. 7 would either be made educational or assigned to Louisville, Ky., as commercial;

OPPOSING deletion of ch. 3 from Madison, Wis., petitions containing more than 20,000 signatures were presented last week to FCC Chairman George C. McConnaughey (1) by Robert Mortensen, Madison attorney and chairman of the 10-man volunteer Wisconsin Committee to Save Existing Rural Television Service. The Wisconsin filings were among the first to be submitted to the FCC as comments in the 13 proposed deintermixture cities, the deadline for which is today (Monday).

(7) petition by ch. 3 WISC-TV Madison, Wis., for withdrawal of rule-making which would make that city all uhf and for evidentiary hearing on any proceeding affecting Madison's ch. 3, and

(8) petition by ch. 22 WWLP (TV) Springfield, Mass., for reconsideration of FCC's June 26 Report & Order increasing from 1,000 kw to 5,000 kw maximum authorized power of uhf stations.

EIGHT ASK FCC SALE APPROVAL

- **Tucson purchase largest**
- **Two others to be filed**

LEADING the list—moneywise—of applications filed last week seeking FCC approval to station sales was the $533,000 purchase of ch. 9 KDWI-TV Tucson, Ariz., by a group of Texans.

The purchasing group, Tucson Tv Co., is comprised of H. U. Garrett (40%), oilman; Tom E. Foster (10%), who owns 60% of KDET Center, Tex.; Taylor Milton (15%), contractor; W. E. Dyche Jr. (11%), attorney; Tolbert Foster (10%), son of Tom E. and owner of 40% of KDET, and two others. The Fosters also own the East Texas Network, which has affiliations of 11 am stations.

KDWI-TV, an independent outlet, began operation last May and operates with 58.9 kw visual radiated power. The station balance sheet, as of Sept. 30, showed total assets of $551,373, of which $26,780 was current, and current liabilities of $12,997.

Applications were also filed seeking FCC approval to the sales of the following stations:

WEBK Tampa, Fla.—from Hillsboro Broadcasting Co. to W. Walter Tison for $134,000 [AT DEADLINE, Nov. 19]. Mr. Tison is former owner of WALT Tampa and former 20%-owner of WTVT (TV) there. Daytimer WEBK is on 1300 kc with 1 kw. Station balance sheet, as of Sept. 30, showed $70,889 total assets, of which $7,197 was current assets, and current liabilities of $15,257.

WYZE Atlanta, Ga.—from Greater South Broadcasting Co. to Atlanta Broadcasting Co., for $125,000. Atlanta Broadcasting, mainly comprised of local businessmen, is a newly-formed company. WYZE is on 1480 kc with 5 kw. The daytime outlet, which received its construction permit last March, showed total assets, of $78,263, of which $18,745 was current; total liabilities of $37,941, and a deficit of $18,878, as listed in the station balance sheet dated Sept. 29, 1956.

KCKN Kansas City, Kan.—from KCKN Broadcasting Co. to Cy Blumenthal, Virginia broadcaster, for $110,000. KCKN is 1320 kc, 250 w. Sale is contingent on FCC consent to $2.5 million purchase of Capper Publications by Stauffer Publications Inc. [B•T, Nov. 5]. Mr. Blumenthal owns WARL Arlington, WCMS Norfolk and WROV Roanoke, all Va. The KCKN balance sheet, as of Aug. 31, showed total assets of $54,439, of which $17,034 was current; current liabilities of $14,577, and a loss of $65,791 for the eight months ending Aug. 31.

KARM-AM-FM Fresno, Calif.—George Robert Harm is purchasing the 50% interest of Clyde F. Coombs for $50,000. George Harm is son of Hattie Harm, who owns the other 50% of the Fresno outlets. KARM is on 1430 kc with 5 kw. The KARM-AM-FM balance sheet, as of July 31, showed total assets of $340,036, of which $160,108 was current; total liabilities of $147,731, and a deficit of $15,678.

WABM Houlton, WAGM-AM-TV Pres-

Just tear off this coupon and mail the magazine*

Going through a pile of old B•T's the other day in the anteroom of a time-buyer's office we were struck by the number of our advertisements they still contained. "This is awful," we thought. "Our agency said the advertisements would pull themselves right out of the magazine. And here they are still in."

Maybe we ought to change our approach. Shall we run a coverage type ad with a racy picture of a babe type babe? Or a map? Or one with genuine, 14 karat arithmetic which shows that Eastern Iowa has more wherewithal than Burning Tree, Purcellville, and Lower Slobbovia combined?

How about a picture of our new tower, one of the three highest in the world? That's always good for high readership (by us).

Or maybe it should be a success story. We could easily find one for Product X, even if it only proves that you can sell Product X.

How about a cost comparison with other media? That's always good for clearing the hall. And it makes the other media mad too (if they happen to read it).

Naw. Let's just run another one of those WMT-TV type advertisements which say our new tower is so high it makes your neck ache to think of it but what the hell people watch programs not towers and boy do we have ratings** even with the old tower (which we're keeping for stand-by purposes; and airplanes you stay away, hear?).

So tear this advt. out (advt.) and keep it on your desk to impress the Katz man when he comes around to tell you about *industrial* Iowa and inquire about your sciatica.

Mail it to CBS (that's just to get CBS in here someplace on account of that's our fraternity).

*****More people watch WMT-TV than.***

que Isle, both Me.—830 shares of common stock held by Harry E. Umphrey is being purchased for $30,000 by the licensee, Aroostook Broadcasting Corp. The stock will be retired and Harold D. Glidden, who now holds 870 shares of stock, will become 94.8% owner of the stations. Balance sheet for the stations, as of Aug. 31, showed total assets of $255,922, of which $108,779 was current; total liabilities of $51,900, and a surplus of $172,002. WABM is 1340 kc, 250 w; WAGM is 1450 kc, 250 w; WAGM-TV is on ch. 8 and operates with 11.5 kw visual radiated power.

WAIR-AM-FM Winston Salem, N. C.—from Radio Winston-Salem Inc. to Forsythe Broadcasting Co. (John F. Koons III) for $30,000. Mr. Koons since 1949 has been an account executive with Midland Adv. Co., Cincinnati. WAIR-AM-FM balance sheet as of Sept. 30 showed total assets of $88,948, of which $13,445 was current; total liabilities of $99,428, and a deficit of $22,479. WAIR is on 1340 kc with 250 w.

WRVC (FM) Norfolk, Va.—from Larus & Brother Co. (WRVA-AM-TV Richmond, Va.) to John D. Rogers Jr., attorney, WRVC employes Charles G. Massie Jr. and Norman C. Willcox and others. Sale price is $13,500. Larus & Brother Co. balance sheet as of Sept. 30 showed total assets of $10,742,083, of which $8,711,788 was current assets, and total liabilities of $1,769,026.

Also sold last week was WJAN Spartanburg, S. C., from Spartanburg Broadcasting Co. to John K. L. Peterson for $100,000. The sale, which was announced by Paul H. Chapman Co., Atlanta, Ga., broker negotiating the transaction, is subject to FCC approval. Mr. Peterson is a Far Hills, N. J., real estate developer. WJAN is a 250-w MBS-ABC affiliate and operates on 1400 kc.

Paul Chapman Co. also announced that WFNM DeFuniak Springs, Fla., has been sold by Clayton W. Mapoles for $27,200. Purchasing the station, subject to FCC consent, is Gulfport Broadcasting Co., (Mel Wheeler, president of WEAR-TV Pensacola, Fla.). WFNM is a 1-kw daytimer and operates on 1460 kc.

Sale of WSFA Montgomery, Ala., Among Transfers Passed by FCC

THE $175,000 sale of WSFA Montgomery, Ala., from WKY Television System Inc. to Charles W. and Connie I. Holt and Robert N. Robinson was among those given FCC approval last week. The sale does not include the tv affiliate, WSFA-TV. The Holts control WHSY Hattiesburg, Miss.; WHNY McComb, Miss., and WHXY Bogalusa, La.

Also approved last week was about the $200,000 sale of KBMI Henderson and KSHO-TV Las Vegas, both Nev., by Moritz Zenoff to Tv Corp. of America (Zugsmith-Hogan-Oxarart-Feldmann interests). Comr. Bartley dissented, saying he thought the reasons given for the transfer were "inadequate" for him to find the sale was in the public interest. Tv Corp. of America equal partners are Frank Oxarart, 26⅔% owner of KRKD-AM-FM Los Angeles and KITO San Bernardino, 10% of KVSM San Mateo, and 50% of KDON Salinas, all Calif.; Albert Zugsmith, 35⅓% of KRKD-AM-FM and KITO, 37½% of KVSM and 25% of KULA-AM-TV Honolulu; Arthur B. Hogan, owner of KFOX-AM-FM Long Beach, Calif.; 37½% of KVSM and 25% of KULU-AM-TV, and Jack Feldmann, who owns 50% of KDON and 10% of KVSM.

Wagner Seeks FCC Approval On KIBH Sale to Seward Corp.

WILLIAM J. WAGNER, veteran broadcaster, last week filed an application with the FCC asking it to approve the sale of his KIBH Seward, Alaska, the third such sale of his broadcast properties within the last three months. A fortnight ago [AT DEADLINE, Nov. 26], Mr. Wagner filed an application to dispose of KFRN Fairbanks. The FCC has already approved the sale by Mr. Wagner of KFQD Anchorage [B•T, Oct. 29].

Mr. Wagner is selling KIBH to Seward Broadcasting Corp. for $40,000. KIBH's balance sheet showed total assets of $13,817 as of Sept. 30. His two previous sales were for $80,000 each. Seward Broadcasting is comprised of nine stockholders, each holding 11.11% interest. One stockholder, A. G. Hiebert, is president and stockholder of KTVA (TV) Anchorage and KTVF (TV) Fairbanks, both Alaska. Mr. Wagner is vice president-minority stockholder of both outlets), and has an interest in the applicant seeking Mr. Wagner's KFRB.

Mr. Wagner is associated with Roy V. Smith in Wagner-Smith Assoc., N. Y., station representative firm [B•T, Nov. 19], which will handle properties sold by Mr. Wagner as well as other stations.

WGMS Stations Revert To Former Ownership

WGMS-AM-FM Washington has informed the FCC that, in compliance with a court order, ownership of the stations reverted to The Good Music Station Inc. Nov. 26.

The cycle began last July when the FCC approved the stations' sale to RKO Teleradio for $400,000. Minority 16⅔% stockholder Lawrence M. C. Smith protested the sale. He claimed, among other things, that the stations were sold despite the fact that another buyer had offered more than RKO Teleradio; that he (Mr. Smith) was not consulted and that the sale infringed upon his rights as a minority stockholder.

Mr. Smith also objected to an employment contract offered by RKO Teleradio to M. Robert Rogers and his wife, who own 42⅔% of WGMS stock. The FCC last week issued an order setting hearing issues and placing burden of proof on Mr. Smith.

In November the FCC scheduled a hearing on Mr. Smith's protest but allowed RKO Teleradio to keep the stations pending outcome of the hearing. Mr. Smith appealed and the U. S. Court of Appeals ordered that the stations be returned to The Good Music Station Inc., which was done last week.

Contacted by B•T, Mr. Rogers said that the stations' daytime programming, effective last Saturday, was being somewhat revamped to conform more to a good-music operation. He said the new Monday-Friday daytime music programs will be "middle hair" rather than "longhair."

Tv Properties Sought By Columbia Pictures

COLUMBIA PICTURES Corp. is interested in purchasing television stations because tv "is part of our business," Abe Schneider, vice president and treasurer of the company, last week told Columbia's annual stockholders meeting in New York.

Mr. Schneider's comment was prompted by a stockholder's question whether the company has been seeking to buy radio and television stations.

Mr. Schneider, who said Columbia's plans do not include acquisition of radio stations, pointed out that television stations come more directly within the company's framework of operations. He indicated that a tight cash position precluded making purchases of television stations at present, but added that "management is continuing to explore the situation."

Mr. Schneider told stockholders that Columbia is actively in television through its subsidiary, Screen Gems, which produces and distributes to tv both films produced expressly for tv and feature films. He pointed out that Columbia has released to television 104 pre-1948 feature films and another package of mystery features, and currently is in the process of preparing another package of feature films for tv. He indicated that Columbia, from time to time, will make available to tv other features from its pre-1948 library.

Famous Artists Corp., Jaffe Announce Plans for Merger

FAMOUS ARTISTS Corp. and the Jaffe Agency, two veteran Hollywood talent and literary agencies in the motion picture field, last week announced plans to merge under the name of Famous Artists Assoc. and to make "ambitious" expansion into television with a "top tv industry" executive to be named to head that phase of the combined operation.

The Jaffe Agency will move its personnel to enlarged quarters at Famous Artists' present offices in the California Bank Bldg., Beverly Hills. Sam Jaffe will be president and Charles K. Feldman chairman of the board of the new company. Jack Gordon, presently a Famous Artists stockholder, and Phil Gersh, Jaffe stockholder, become directors of Famous Artists Assoc. with Mr. Gordan named executive vice president and Mr. Gersh vice president. Other vice presidents of the new agency will be Ben Benjamin, Mary Baker, Frank I. Davis Jr., Ronald Lubin and Harry E. Sokolv.

WGN-TV Chicago Gets Rights To Warner Bros. Film Library

WGN-TV Chicago has acquired exclusive local tv rights to the Warner Bros. feature film library [CLOSED CIRCUIT, Nov. 26], according to a joint announcement Thursday by Ward L. Quaal, WGN Inc. vice president-general manager, and W. Robert Rich, general sales manager of Associated Artists Productions, distributing the 700-title Warner package. The announcement was made

(Left) **JOHN DALY**
American Broadcasting Company

(Center) **DOUGLAS EDWARDS**
Columbia Broadcasting Company

(Right) **CHET HUNTLEY**
and **DAVE BRINKLEY**
National Broadcasting Company

"We now switch you to...

The cue line from one of these commentators, the push of a button and your network audience is on the scene in Chicago, Washington, Los Angeles ... wherever the news is breaking. The magic of network switching gives viewers a front row look at the drama of current events.

But behind this miracle are the skills of Bell System and network technicians. These highly trained craftsmen blend the technical ability of an engineer with an actor's unerring ear for cues.

With split-second precision, push buttons are operated to make connections that switch the television scene from one city to another. And Bell System technicians are receiving cues from several networks at once.

To help them, the Bell System receives operating instructions from the networks which give all the necessary information on switches. This information is sped to 130 Bell System television operating centers throughout the nation by private line telephone and teletypewriter systems.

This co-operation between network and telephone company ... and teamwork along the Bell System lines ... assure the American viewing public the smoothest programming and the best television transmission it is possible to provide.

BELL TELEPHONE SYSTEM

Providing intercity channels for network radio and television throughout the nation

the BIG PLUS

Little spots do a big job on WFLA-Radio

Florida's Millions of Vacationists!

A big share of Florida's estimated 5 million tourists are on their way to Florida's West Coast to enjoy fun and sun this winter. For three years, Florida has led the nation in percentage of increased traffic volume —*car radios* are an important addition to the more than a quarter of a million *radio homes* in the WFLA Sales Area!

WFLA delivers this big PLUS market — blankets the Tampa-St. Petersburg Metropolitan Area (*Florida's SECOND and America's 36th Retail Market* — and covers 11 counties in Florida's richest industrial-agricultural area!

So, to reach more radio listeners— *more often*—in this double barrelled market of steady year 'round buying power, supplemented by millions of tourist dollars — *spot your product on WFLA!*

(Figures from Survey of Buying Power, May, 1956)

The Tampa Tribune Stations

wfla AM • FM RADIO
TAMPA - ST. PETERSBURG
NBC

National Representatives — JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS, Jacksonville, Florida

at a WGN-TV "Hollywood in Chicago" ceremony held at the Ambassador East Hotel.

WBKB (TV) Chicago previously had announced it had obtained 39 first-run United Artists features for use with the 742-film RKO package on its *Movietime USA*, starting today (Monday).

Mr. Quaal said the Warner library teams with 20th Century-Fox and Columbia contracts.

Heavy promotion campaigns are being placed behind the two stations' film packages and WBBM-TV is planning a campaign for its Metro-Goldwyn-Mayer film library.

Miner Resigns As Producer, Head of Unit Four Productions

WORTHINGTON (TONY) MINER resigned last week as president of Unit Four Productions and as executive producer of the firm's *Kaiser Aluminum Hour* on NBC-TV (alternate Tuesdays, 9:30-10:30 p.m. EST). The packagers—consisting of producers-directors George Roy Hill, Franklin Schaffner, Fielder Cook and, up to last week, Mr. Miner—are under contract to continue the series through this season. No successor to Mr. Miner's post is being sought for the present.

Mr. Miner continues as a program producer for NBC-TV, with whom he has a long-term contract. No official reason was given for Mr. Miner's resignation from Unit Four or the program, although considerable unhappiness among the sponsor, Kaiser Aluminum & Chemical Corp., its agency, Young & Rubicam, and Unit Four itself has existed, mainly because of the choice of certain properties.

Earlier this season, Unit Four wanted to tackle "controversial themes." One of these, dealing with anti-semitism (John Galsworthy's play "Loyalties") and another, dealing with the communist satellite problem (the Poland riots and trials), were turned down by Y&R as "unacceptable." A reported doubt, at the time, of whether Unit Four would continue on the Kaiser series was resolved after lengthy discussions and negotiations.

Ziv Study Shows Oil Companies Increasing Program Sponsorship

A STUDY released last week by Ziv Television shows that sponsorship of the firm's tv filmed series by gasoline and oil companies is on a steady increase. Since 1952, the number of such companies sponsoring Ziv programs has doubled and the number of markets in which the shows are carried has quadrupled, the study reveals.

As an indication of the upsurge in activity by oil and gas companies, M. J. Rifkin, vice president in charge of sales, pointed out that Ohio Oil has signed to sponsor Ziv's new *Men of Annapolis* series in 13 midwestern markets; Lion Oil Co. has expanded its list for a second year of *Highway Patrol* to nine markets, and Phillips Petroleum Co. has broadened its lineup for *I Led Three Lives* from 23 markets in 1953 to 38 this year.

NBC Tv Film Division Expands Sales Force

APPOINTMENT of three new executives and expansion of its sales force were announced last week by NBC Television Films Division of California National Productions Inc., NBC subsidiary. They are Leonard C. Warager to manager of sales planning and development; John C. Bechtel to administrative sales manager, succeeding Mr. Warager, and Serge Valle, to research supervisor.

At the same time, Jake Keever, sales director for NBC Television Films, announced that George W. Harper and John A. Thayer have joined the division's central office in Chicago as salesmen, reporting to central sales manager Edward A. Montanus.

Mr. Warager joined NBC-Films as a syndicated tv film salesman in 1951, became regional sales supervisor in 1952, eastern sales manager in 1954 and administrative sales manager in 1955. Mr. Bechtel joined NBC guest relations in 1949, and after three years in the controller's office, came to NBC Film Div. in 1953, first as billing supervisor, then as manager of revenue services. Mr. Valle joined the film department as a research analyst last year.

Mr. Harper's previous association was with Libby, McNeill & Libby in its West Indies operation, and Mr. Thayer, former sales manager of Gotham Recording Co., New York, also served as account executive with the former DuMont tv network.

Tv Needs Tailormade Filming, WBC Engineer Tells Meeting

A RECOMMENDATION was made last week at the Westinghouse Broadcasting Co. second annual film program meeting in New York that distributors provide stations with prints of feature films made to tv rather than to theatre specifications.

This need for upgrading of feature film prints to "high broadcasting standards" was stressed in a talk by Raymond J. Bowley, director of audio-video engineering for WBC. He explained that feature films produced for the theatre screen have a contrast range of 100:1, whereas home tv receivers can reproduce a contrast range of 30:1. In a demonstration showing of two

Christmas
1956
Greetings
1956

Buy
and use
Christmas
Seals . . .

Fight Tuberculosis!

prints of the same motion picture—one made for theatre and the other for television, he commented on the "marked superiority" in quality and detail in the tv print.

Mr. Bowley's remarks were made last Thursday at the opening session of the meeting, which continued through Saturday. Others speakers were Donald H. McGannon, WBC president, and Mel Goldberg, research director. The meeting was conducted by Richard M. Pack, WBC vice president in charge of programming, and William J. Kaland, national program manager. Station program managers and film supervisors participating in the morning and afternoon sessions were Herb Cahan and Ray Hubbard, WBZ-TV Boston; Preston Stover and Carl Lawton, KYW-TV Cleveland; Cal Jones and Dick Dreyfuss, KDKA-TV Pittsburgh, and William Dempsey, KPIX-TV San Francisco.

'Digest' Sales Total $250,000

BERNARD L. SCHUBERT Inc., N. Y., announced last week that sales totaling $250,000 have been grossed during the past month on *Tv Reader's Digest,* the company's latest half-hour film series. The series has been sold to 12 stations, according to Bernard L. Schubert, president, who stated negotiations are expected to be completed in other transactions that will bring in an added gross of $350,000 within the next 20 days.

Actors Guild Accepts Reed Settlement Offer

BOARD of directors of the Screen Actors Guild voted unanimously last week to approve a settlement with the Roland Reed companies whereby actors will be paid more than $100,000 in overdue residual payments on four series of syndicated television shows. The series are *My Little Margie, The Stu Erwin Show* (also known as *Trouble With Father*), *Space Ranger* and *Waterfront.*

Simultaneously with the settlement, the guild board removed all the Roland Reed companies from the Guild's "unfair list" and reinstated their collective bargaining contracts.

The entire amount now due the actors will be paid over a period of approximately eight months, commencing immediately. All films involved were produced under the Guild's 1952 television film contract, which provided for residual payments on the third and fourth runs combined, and the fifth and sixth runs separately. Under the Guild's 1955 contract, residuals start with the second run.

Details of the settlement: *My Little Margie,* made by R. R. Tv Productions Inc. in conjunction with a Hal Roach Jr. company, with 118 episodes in arrears: Hal Roach Jr. previously reached agreement with the Guild and is now paying his 50% share of the residuals overdue at the rate of four episodes per week. Roland Reed agrees to pay his 50% share at the rate of two episodes per week with all delinquencies to be paid up not later than Aug. 6, 1957. Residuals on additional runs will be kept current.

The Stu Erwin Show, made by R. R. Tv productions and a Hal Roach Jr. company, with 23 episodes in arrears: Official Films will assume all re-run obligations, details of payment to be approved by the Guild.

Space Ranger, made by Roland Reed Productions, with 39 episodes in their third runs and some of them in fifth runs: commencing Nov. 26 and weekly thereafter, Reed will pay residuals on a third and fifth run of one episode each week, with all delinquencies to be cleaned up not later than Aug. 6, 1957. After third and fifth runs have been paid for, Reed will pay residuals on those episodes in sixth run at the rate of three episodes a week.

Waterfront, made by Roland Reed Productions, now in the third run and delinquent: commencing Nov. 26, Reed will pay delinquent residuals at the rate of one episode per week, with all re-runs from now on to be paid as they become due.

Am-Par Firms Features Schedule

AM-PAR PICTURES Corp., new motion picture production subsidiary of American Broadcasting - Paramount Theatres Inc., [B•T, Nov. 19] will make between six and eight features during 1957, it was announced last week by President Irving H. Levin.

"So just why is Toledo a leading market?"

One reason is because Toledo's the home of Willys Motors. What is Willys Motors, you ask? Manufacturers of the world famous Willys Jeep, renowned for its exploits in peace and war, a modern workhorse for farm and industry.

To sell your product in this rich Toledo market, you need a modern salesman who will work for you. Your answer is WSPD-TV, with maximum 316,000 watt power, for the only complete saturation of Northwestern Ohio's 23 county *billion dollar market.* Call Katz!

A STORER STATION
WSPD-TV
TOLEDO, OHIO

FREQUENCY

There are all kinds. In Los Angeles television, and especially on KTTV, **daytime** frequency is all the rage, and little wonder:

A new specialty product, advertised only on KTTV, has gone from a standing start to an output of one million units a day within six weeks.

This kind of sales results isn't hard to believe if you know the selling dynasty of KTTV personalities.

This million-a-day manufacturer relied almost entirely on two of them — Norma Gilchrist and Steve Martin — both seen in the daytime.*

If many times a week you apply the selling pressure of KTTV's daytime personalities to the great multitudes they reach, you just almost won't believe what will happen. Try it.

KTTV

Los Angeles Times-MGM Television

Represented nationally by BLAIR-TV

*Daytime TV in L.A is phenomenal — 1956 Pulse shows sets-in-use at an all-time October high at 17.7, 14% above a year ago and 26% higher than New York Sets-in-Use.

Tv's 'Ranch Party,' 'Showboat' To Be Filmed by Screen Gems

TWO independent producers have signed to film new television series at Screen Gems Inc., Hollywood, television subsidiary of Columbia Pictures Corp.

Filming was to start last week on 39 half-hour *Western Ranch Party* shows, to be produced by the Ranch Party Co., headed by President Mitchell J. Hamilburg and Executive Producer William Wagnon Jr. The western musical variety show will feature Tex Ritter as host and Jay Stewart as master-of-ceremonies, plus two guest stars each week.

Calhoun-Orsatti Enterprises, headed by film star Rory Calhoun and Victor Orsatti, through Briskin Production, will begin filming 39 episodes of *Here Comes the Showboat* at Screen Gems Dec. 10. The deal also permits Calhoun-Orsatti to produce additional programs for Screen Gems and feature-length motion pictures for Columbia. Mr. Calhoun will star in the series and Mr. Orsatti and Lou Breslow will alternate as producers. Also featured will be Alan Case of Broadway's *Damn Yankees.*

Douglas Film Suit to Trial

ACTOR Kirk Douglas came out on top last week in the first legal skirmish of his $415,000 suit against Walt Disney Productions for unauthorized use on ABC-TV of personal films taken by Walt Disney at his home showing the actor and his family. They were shown on the *Disneyland* series last spring. Los Angeles Superior Court Judge Leon T. David refused to strike the suit as requested by Disney and said public figures not only have certain rights of privacy but also have rights of property in the commercial use of their names in publicity. The case now goes to trial.

Anderson to New CNP Position

ROBERT A. ANDERSON, former business affairs director, California National Productions Inc., has been named to a new post, director of business and administration, it was announced last week by Robert D. Levitt, vice president and general manager of the NBC subsidiary. Mr. Anderson will administer both business and operating divisions of California National.

FILM SALES

Interstate Television Corp., N. Y., announces the following sales: *Action Adventure* series and *Jimmy Wakely* to WHP-TV Harrisburg, Pa.; *Public Defender* to WLOS-TV Asheville, N. C.; WBRC-TV Birmingham; WBTW (TV) Florence, S. C.; KLAS-TV Las Vegas; WMCT (TV) Memphis; WJMR-TV New Orleans; KROC-TV Rochester, Minn., and KTVH (TV) Wichita.

FILM PRODUCTION

Screen Gems Inc., N. Y., to begin production on *Johnny Wildlife,* its first all-color series. Also reports Briskin-Sauber Productions, Hollywood, has begun shooting on *Shore Leave,* a new half-hour series.

Television Programs of America, N. Y., to launch *The New Adventures of Charlie Chan,* half-hour tv film series with J. Carrol Nash in title role.

Desilu Productions, Hollywood, signed by Procter & Gamble and General Foods to film 13 new episodes of *Those Whiting Girls* to be used either as summer replacement for *I Love Lucy* on CBS-TV in 1957 or as new series in fall. Margaret and Barbara Whiting star.

FILM RANDOM SHOTS

Guild Films Co., N. Y., announced acquisition of rights to *Kingdom of the Sea,* half-hour series, said to be first underwater program produced in color for television. Series is produced by Emperor Productions.

Broadcast Information Bureau, N. Y., has issued latest edition of its *Tv Film Program Directory,* listing various types of filmed programming available to television.

Mel Gold Productions, N. Y., has expanded headquarter facilities, acquiring entire third floor of Capitol Bldg. at 1639 Broadway, N. Y.

Sterling Television Co., N. Y., opened new offices at 43 W. 61st St., to house its shipping, receiving and accounting departments. Sales and executive offices remain at 205 E. 43d St.

Vogue-Wright Studios, Chicago, to discontinue its film operations by year's end to concentrate on art and photography activities. Organization plans to honor present orders before ceasing film work.

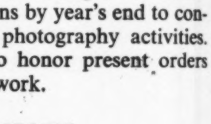
FILM PEOPLE

Charles D. Reeves, account executive, CBS-TV film sales, will join Screen Gems, N. Y., on Dec. 1 as national account executive.

H. Richard Hertel, editorial supervisor, Kling Film Enterprises Inc., Chicago, appointed production manager. **Carl Nelson** named editorial supervisor.

Elaine Laron, former producer, DuMont Television Network, to Screen Gems Inc., N. Y. as publicity representative.

Ronald Leif, supervisor of research for MCA-TV Film Syndication Division promoted to division's N. Y. sales staff. **Mike Meyers,** television research and rating analysist, joins MCA-TV's research department.



NEWSY NEIGHBORHOOD

In Port Huron let WHLS the community-minded station—featuring 4 full time newsmen—deliver your message between newsbreaks.

WHLS

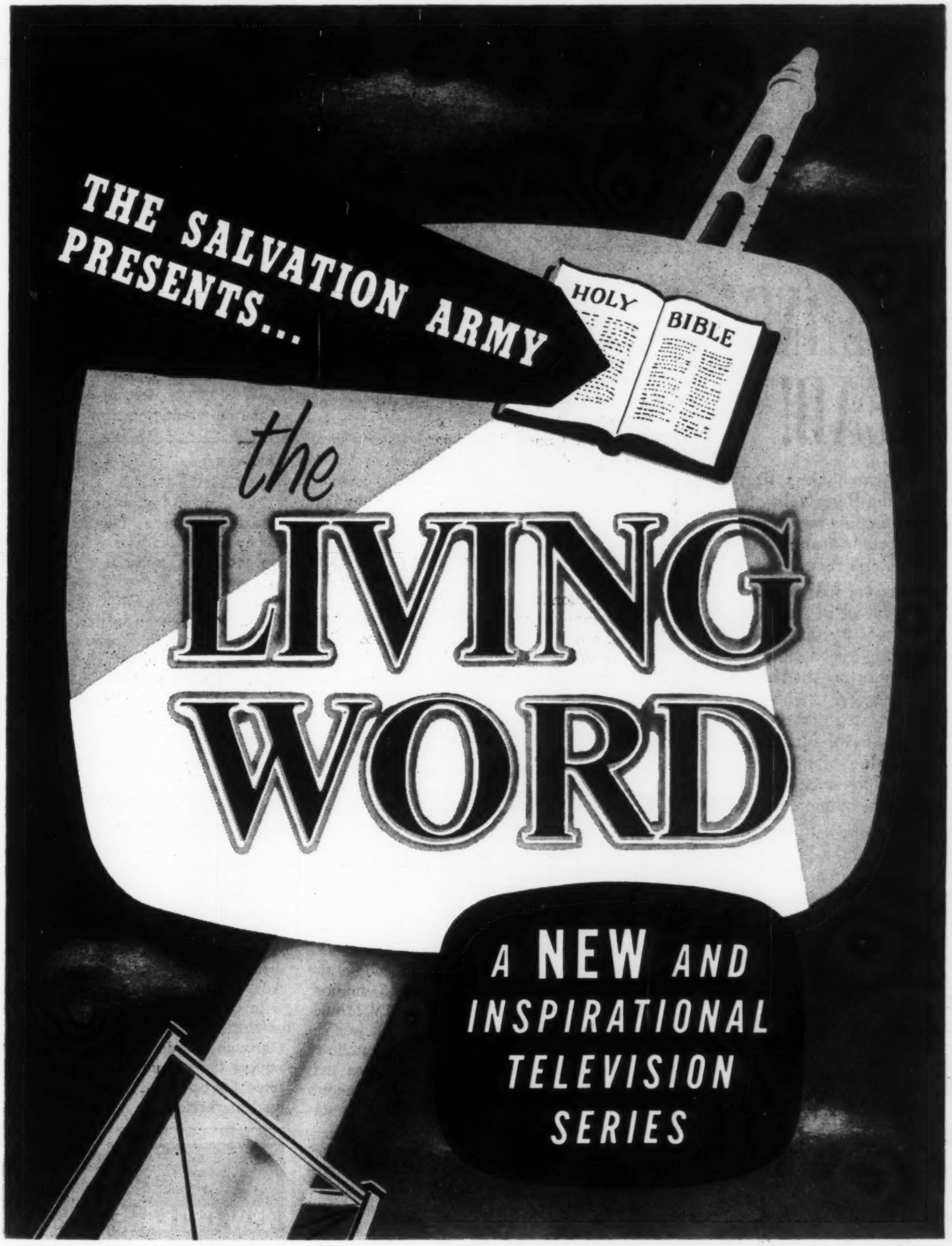
Where local "know-how" delivers the local touch.

PORT HURON, MICHIGAN

Represented Nationally by Gill-Perna

For Detroit — Michigan Spot Sales

COMING!--1957


THE SALVATION ARMY PRESENTS...
HOLY BIBLE
the LIVING WORD
A NEW AND INSPIRATIONAL TELEVISION SERIES

A PUBLIC SERVICE PROGRAM FOR RELEASE THROUGHOUT THE UNITED STATES AND CANADA

FOR INFORMATION, WRITE TO: THE SALVATION ARMY

United States — 120 West 14th St., New York
Canada — 20 Albert Street, Toronto, Ontario

STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records.

Today, its array of manufacturing is the most vast in America . . . a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area) where—say preliminary reports of the new U. S. Census of Manufactures — the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market — four states wide, *four billion dollars* deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

'FOUR OR FIVE' BIDS RECEIVED BY BITNER

- **Follow demise of C-C buy**
- **No definite offers firmed**

THE FUTURE of Consolidated Television & Radio Broadcasters Inc. properties—radio and television in Indianapolis, Minneapolis and Grand Rapids, and radio only in Flint, Mich.—became the object of spirited consideration among broadcast entities last week, following the collapse of the highly touted Crowell-Collier $16 million purchase [B•T, Nov. 26].

Among those understood to have entered more or less formal bids for the seven Consolidated stations are Time Inc., RKO Teleradio Pictures Inc., Meredith Publishing Co. and Harold Gross (WJIM-AM-TV Lansing, Mich.).

But, reported Harry M. Bitner Sr., Consolidated chairman, "no action was taken" regarding the disposition of the properties at the first Consolidated board meeting since the Crowell-Collier demise, held last week in Princeton, N. J., the home of the senior Mr. Bitner. He did not confirm or deny that sale of the stations was discussed at the board meeting. He admitted that "four or five" people had expressed an interest, but "guessed" that no decision will be made for about a month.

The next regular meeting of the Consolidated board is in February. The possibility that a special meeting may be called before that date was not discounted.

Time Inc. Reported Interested.

Time Inc. reportedly is interested in a $16 million package purchase. Since it already has an interest in three vhf television outlets, under FCC ownership rules Time Inc. would have to dispose of one vhf station if the purchase were made. A Time Inc. group, including Wesley Pullen, Time Inc. executive, and Wayne Coy, former FCC chairman and 50% owner of KOB-AM-TV Albuquerque, N. M. (Time Inc. owns the other 50%), visited the Indianapolis and Grand Rapids installations last week.

Meredith is said to be interested in the Minneapolis properties for $3.5 million. The Bitners bought WTCN-AM-TV Minneapolis last year for $1.8 million. It was reported that Payson Hall, Meredith radio-tv executive, received network assurance that ABC affiliation would remain if Meredith secured ownership of the Minneapolis stations.

RKO Teleradio, it is believed, has its eye on WFBM-AM-TV Indianapolis for $7 million. Since it, too, now has the limit of five vhf outlets, it would have to dispose of one of these in order to acquire the Indianapolis stations.

It was indicated that Mr. Gross would like to acquire WOOD-AM-TV Grand Rapids, and possibly WFDF Flint., for between $5.5 million and $6 million.

Among others who have indicated an interest is John Pool, Detroit tax attorney (who has represented Storer Broadcasting Co. in tax matters).

Any transactions will be handled by Robert Palmer of Reynolds & Co., investment firm.

The Crowell-Collier purchase of the Consolidated properties foundered on the tight money market. It was called off two weeks ago when the publishing firm declined to pay the cost required to secure $6 million in financing from Elliot Janeway and associates. It had arranged for all but that sum when it filed the transfer application with the FCC last October. Crowell-Collier now owns KFWB Los Angeles, which it bought for $2.5 million from Harry Maizlish earlier this year.

APPOINTMENT of Peters, Griffin, Woodward Inc. as national sales representatives of WJIM-AM-TV Lansing, effective today (Dec. 3), was announced last week. Signing representation contract here is Harold F. Gross, president of the stations, while H. Preston Peters, president of PGW (1), and W. W. Bryan, Detroit vice president of the representation firm, look on.

Big 10 Basketball Starts Dec. 15 on 35 Tv Stations

SCHEDULE of 13 Big 10 Conference and intersectional basketball telecasts on approximately 35 midwest stations in eight states, with Standard Oil Co. (of Indiana) as co-sponsor, will start Dec. 15, Sports Network Inc., New York, reported last week. Sports Network obtained the rights to the games and Standard has purchased the first-half on all outlets. Agency is D'Arcy Adv. Co., Chicago [AT DEADLINE, Oct. 22].

In Chicago, WBKB (TV) will carry the games, with Household Finance Corp. (through Needham, Louis & Brorby Inc.) buying the second half, which is being offered for co-op sale to advertisers in individual markets.

in
NEW ORLEANS
the
OK Negro Radio Buy
is
WBOK

RAINTREE COUNTY
HOLLYWOOD

Dore Schary, Head of M-G-M Studios, tells how:

"I send Liz Taylor home every night!"

" 'Raintree County' is colossal in every respect – including its problems! Shooting schedules have to be kept. Release dates have to be met. Over $5,000,000 is at stake!

"Yet, each night we have to send Elizabeth Taylor's 'rushes' – and all the others, too – from location in Kentucky back to Hollywood for processing. Then, re-take if necessary – or go ahead.

"We never slipped off schedule – thanks to Air Express!

"With Air Express picking up the cans of film, flying them out immediately, meeting them by radio-controlled truck for faster delivery – this major problem was solved without a single delay!

"And yet, most of our shipments cost less than any other air service. 15 lbs., for instance, Lexington, Kentucky, to Los Angeles, California, is $10.91. It's the lowest-priced complete air service by $1.09!"

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY

CBS-TV SPOT SALES RISE 21% THIS YEAR

- **Manager meet told of gain**
- **Summer sales push cited**

TOTAL BILLINGS this year of CBS Television Spot Sales have shown a 21% increase over 1955, it was reported last week by John A. Schneider, general manager.

Mr. Schneider spoke at the opening of the third annual general managers' meeting held last week at the Savoy-Plaza Hotel in New York. An earlier meeting in the week was held Monday and Tuesday by management of the CBS-TV owned-and-operated stations at the same hotel. He noted that the increase was substantially higher than the 12 to 15% predicted at the general managers meeting last year.

Mr. Schneider said that tv was primarily responsible for the growth in the variety of items now available to the consumer, that it has created a demand for the 52% of all packaged products on the drug and grocery shelves which did not exist six years ago. He pointed out that nearly 70% of the dollar volume of these stores was accounted for by the new products. He noted also that two categories vital to the existence of spot advertising — food and home goods — have boomed in dollar sales far exceeding government economists' predictions made back in 1953.

While predicting a continuing growth next year for tv spot, Mr. Schneider felt the increase would be slightly less than the percentage rise enjoyed this year.

He emphasized that spot sales would especially emphasize sales for the summer months, a topic which came under discussion along with promotion for major feature film packages. These subjects and also a review of public affairs programming made up the major portion of the sessions.

CBS-TV retiring President J. L. Van Volkenburg and Executive Vice President Merle S. Jones, who becomes president Jan. 1, were among the top CBS executives addressing the meetings.

A special talk on the use of spot television by Dan River Mills Inc. was delivered at the Wednesday closed spot sales luncheon by A. W. Barber, general advertising manager and sales promotion manager at Dan River.

CRAIG LAWRENCE (c), vice president in charge of CBS-owned television stations, welcomes Harvey J. Struthers, general manager of WHCT (TV), the new CBS-owned television station in Hartford, Conn., to his first CBS management meeting, held last week in New York. L to r: Gene Wilkey, CBS-TV executive in St. Louis; Mr. Struthers; Mr. Lawrence; Jack Schneider, general manager of CBS Television Spot Sales, and Clark George, general manager of KNXT (TV) Los Angeles.

Quality Group Re-elects Quaal, Other Officers, New Directors

RE-ELECTION of Ward L. Quaal, WGN-AM-TV Chicago, as president and of other officers, plus four additions to its board of directors, were announced by the Quality Radio Group Inc. last week following its annual stockholders meeting in Chicago.

Also re-elected, besides Mr. Quaal, vice president and general manager of WGN Inc., were W. H. Summerville, vice president of WWL New Orleans, re-elected vice president, and William D. Wagner, secretary of WHO Des Moines, Iowa, as secretary-treasurer.

New directors, all elected for three-year terms, are R. E. Dunville, president, Crosley Broadcasting Corp., Cincinnati; John de-Russy, sales manager, WCAU Philadelphia; Stanton P. Kettler, vice president of Storer Broadcasting Co., Miami Beach, Fla., and E. K. Hartenbower, general manager, KCMO Kansas City, Mo.

Seventeen stations were represented at the Quality stockholders meeting. They were WOR New York, WCAU Philadelphia, WHO Des Moines, WWL New Orleans, WGBS Miami, WRVA Richmond, WLW Cincinnati, KVOO Tulsa, WSM Nashville, WBAP Fort Worth, WSB Atlanta, WOW Omaha, KOB Albuquerque, KIRO Seattle, KCMO Kansas City, KSL Salt Lake City and WGN Chicago.

KGVO-TV Changed to KMSO-TV; Station Moves Into New Studios

COINCIDENT with its move into new studios in downtown Missoula, Mont., KGVO-TV that city changed its call letters to KMSO-TV Dec. 1, according to President-General Manager A. J. Mosby. KGVO-TV had been operating from studios at the station's transmitter site 15 miles from Missoula.

KMSO-TV's new building contains three studios, the largest 40 x 60 x 20 ft., with a total of 16,800 sq. ft. of floor space. Mr. Mosby said the call letter change was made to stand for the airline designation of Missoula, which will make the call more easily recognizable by the public.

Blair Sales 45% Over Last Year

RADIO sales look healthy in at least one station representative's book. Robert E. Eastman, vice president of John Blair & Co., last week took a look at sales on the 45 radio stations the firm represents and found that John Blair is 40% ahead of last year, with the outlook next year for still another 25% increase. Mr. Eastman reported "better use" of spot radio by national advertisers—creative copy and heavier campaigns producing sales results for many of the advertisers—as the principal impetus.

Shor Wins First Court Round In $1.1 Million Libel Suit

A NEW YORK Supreme Court justice ruled Thursday that a libel suit, rather than one for slander, can be prosecuted against an alleged slanderous remark made on television. The case in question involves New York restaurant owners Toots Shor and Sherman Billingsley.

Mr. Shor sued Mr. Billingsley for $1,100,000 damages as a result of a May 8 telecast in which Mr. Billingsley allegedly said of Mr. Shor: "I wish I had as much money as he owes."

Counsel for Mr. Billingsley argued that application of libel laws to broadcasting or tv, in which no script is used, is a matter for the legislature rather than the courts. Justice William C. Hecht Jr. said in a written opinion that he did not agree and that the suit would be sent to trial.

According to legal authorities, in an action for libel, a litigant could recover damages without proof of actual damage, while in slander the actual damages must be shown. Normally, a libel action is based on written material, while slander pertains to the spoken word.

WPIK Appoints Moore to Post

APPOINTMENT of Robert E. Lee Moore as national sales director for WPIK Alexandria, Va., and Breen & Ward, New York, as station representative, was announced last week by Carl L. Lindberg, station president.

Mr. Moore, a veteran of 20 years in broadcasting, for the past two years has handled local sales and public relations for WPIK. Breen & Ward, located at 400 Madison Ave., New York, is a new organization headed by Edward J. Breen, formerly associated with Grant Webb & Co.

All-Time October High Reported in WBC Sales

GROSS BILLINGS for October 1956 reached all-time highs on both the radio and television stations of the Westinghouse Broadcasting Co., it was announced last week by Alexander W. Dannenbaum Jr., sales vice president.

In radio, Mr. Dannenbaum said, October sales figures showed an 11.6% increase over the previous record month of March 1948. In television, the October total amounted to 4.6% above the October 1955 figure, the previous high.

WBC-owned KDKA Pittsburgh surpassed all previous monthly figures in October, recording a total 8.4% higher than November 1950, the previous record month, according to Mr. Dannenbaum. He said other WBC radio stations topped their October billings for the past five years, ranging from 13.4% to 40.7%.

WBZ-TV Boston and KPIX (TV) San Francisco both exceeded past record months, Mr. Dannenbaum reported, with WBZ-TV's total in October exceeding the previous high by 5.7% and a KPIX increase of 18.2%.

"The increase in radio clearly indicates that sponsors support the WBC position that radio's role today is best served on a community basis, providing music, news and public service on a local, almost personal level," Mr. Dannenbaum declared. "In television, the October record underscores growing audience and advertiser acceptance . . ."

WBC radio stations are WBZ-WBZA Boston-Springfield, KYW Cleveland, WOWO Fort Wayne, KDKA Pittsburgh and KEX Portland. Its television stations are WBZ-TV Boston, KYW-TV Cleveland, KDKA-TV Pittsburgh and KPIX (TV) San Francisco.

KEX Follows Other WBC Outlets, To Become Independent Dec. 17

LOCAL origination of all programming at KEX Portland, Ore., a Westinghouse Broadcasting Co. radio outlet, will take effect Dec. 17, Philip G. Lasky, WBC vice president in charge of western operations, announced last week.

KEX, an affiliate of ABC Radio, was the only remaining WBC radio station to hold a network affiliation following the breaking off last summer of the other four WBC outlets from NBC Radio. The station, the announcement said, will change to a "home town status," with programming emphasis on music, local and national news and increased community service, which now make up the format of WBC's other four outlets.

WRR, KXOL Offered In Spot Combination

SPOT radio buyers will be able to purchase via a single contract a combination package schedule in the Dallas-Fort Worth area, according to an agreement being announced today (Monday) by two stations — WRR Dallas and KXOL Fort Worth.

SIGNING national sales representation contract in the New York office of Avery-Knodel is Durward J. Tucker, general manager of WRR Dallas, while looking on are (l to r) J. W. Knodel of the representation firm; Earle Fletcher, vice president-general manager of KXOL Ft. Worth; John J. Tormey, radio sales manager in the representation firm's New York office, and Lewis Avery, the firm's president. Beginning last Saturday (Dec. 1), the two Texas stations are being offered in combination to national spot advertisers by Avery-Knodel.

The stations—through Avery-Knodel, station representative—will offer their combined facilities, along with discounts for the combination schedules. The pact—effective last Saturday—was announced jointly by Durward J. Tucker, WRR's general manager, and Earle Fletcher, KXOL's general manager. Avery-Knodel also will represent the stations individually (it has represented KXOL nationally since last summer).

WRR and KXOL reported they instituted the arrangement to provide "maximum ease" of purchasing radio time in the two-city market. They cited "increasing impact of local radio news and programming in terms of the great growth of the Southwest and Dallas-Fort Worth in particular."

Beckham New General Manager Of KSLA-TV Shreveport, La.

BEN BECKHAM JR. has been elected general manager of KSLA-TV Shreveport, La., succeeding the late Don George.

MR. BECKHAM

Mr. Beckham, attorney, oil man and real estate operator, also is a pioneer in television in the Shreveport area, having first filed his application for ch. 13 in that city in 1948. In April 1952, after tv channels were reallocated following the FCC freeze, Mr. Beckman organized Shreveport Television Co., which included, in addition to himself, Mr. George, Henry Linam and Carter Henderson. The company was awarded ch. 12 in 1955. Winston Linam continues as station manager. Mr. Beckham is a 25% stockholder.

$1¼ Million Deal Concentrates WGR-AM-TV Ownership Locally

REALIGNMENT of the ownership of WGR-AM-TV Buffalo, N. Y., was announced last week, indicating virtually 100% local ownership of the 5 kw, NBC-affiliated am outlet (on 550 kc) and the ch. 2, CBS-affiliated WGR-TV. Selling stock were Mrs. Helen L. Deuel (widow of late publisher of *Niagara Falls* [N. Y.] *Gazette*), 800 shares; Myron Kirk and wife (Mr. Kirk is with Kudner Agency), 768 shares; J. Whitney Peterson, U. S. Tobacco Co. president, 160 shares; Barbara A. Schick (Schick shaver), 384 shares; Ann Rogers (wife of former chairman of Texas Co.), 192 shares; former Maryland Sen. Herbert O'Conor (Dem.), 96 shares, among others. Stock originally bought at $10 per share, sold at $450 per share.

New major interests in firm are: George F. Goodyear, from 7.5% to 11.56%; J. Fred Schoellkopf IV, 7.3% to 11.32%; Seymour H. Knox, 2.29% to 5.41%; Seymour H. Knox III, 2.6% to 3.69%; Northrup R. Knox, 2.6% to 3.08%; Paul A. Schoellkopf Jr., 0 to 5.29%; Paul A. Schoellkopf, 7.5% to 8.87%. J. J. Bernard, vice president and general manager, became a .12% stockholder. About $1¼ million was involved in the transaction, which embraced 30% ownership. The present owners bought WGR in 1954 for $1.45 million from Leo J. Fitzpatrick and I. R. Lounsberry. The WGR-TV grant was made two years ago to merged applicants WGR and *Niagara Falls Gazette* principals. Some WGR principals have interests in WHAM-TV Rochester, N. Y., and WSVA-AM-TV Harrisonburg, Va.

Katz Adds to Tv Cost Summary

A COMPILATION called "Spot Tv Advertising Cost Summary No. 20", an updated version of spot cost data which The Katz Agency has been providing to agencies at six-month intervals since 1949, is being distributed by Katz along with a new feature, "Formulas for Estimating Spot Tv Budgets." The latter is made a part of the spot tv cost summary folder, which is based on published rates as of Sept. 10.

WILY Reports Doubled Sales

WILY Pittsburgh has more than doubled its national business this year in comparison with 1955, according to Ernie Tannen, vice president-general manager. According to Mr. Tannen, the more than 100% increase "indicates strongly that more and more national advertisers are becoming aware of the potency of Negro radio."

New York Fm Goes Commercial

WWRL-FM New York, a non-commercial outlet since its inception in December 1953, starts today (Monday) on an expanded broadcasting schedule with commercials. The station, heretofore on the air from 6 p.m. to midnight, will commence operations at 9 a.m. and will continue to sign off at midnight.

KSWM-TV to Start; Harry Burke Appointed

KSWM-TV Joplin, Mo. (ch. 12), which along with KSWM recently was purchased by the Jack N. Berkman-John J. Laux interests [B•T, Nov. 5], expects to go on the air tomorrow (Tuesday) morning under its new ownership and with new call letters, KODE (TV).

In January, following completion of a new 1,680 foot tower that KODE claims will be the highest man-made structure in the four-state region of Missouri, Kansas, Arkansas and Oklahoma, KODE will operate with a maximum radiated power of 316 kw. Other construction plans affecting studios and transmitter buildings as well as office space currently are being made.

No change in network affiliation status—CBS-TV—will be made. Austin A. Harrison, former president and general manager of the station, will continue in a consulting capacity for the next six months. Named vice president and general manager of the new Berkman property was Harry Burke, former vice president and general manager of KFAB Omaha who resigned that post earlier this year.

MR. BURKE

The Berkman-Laux interests comprise the Friendly Group consisting of WSTV-AM-TV Steubenville, Ohio; WPIT Pittsburgh; WBMS Boston; WFPG-AM-TV Atlantic City, N. J.; WBLK-AM-TV Clarksburg W. Va., and WPAR Parkersburg, W. Va., as well as the Joplin properties.

WGN-AM-TV Re-appoints Petry; Expands Scope of Representation

ENLARGEMENT of representation by Edward L. Petry & Co. for WGN and WGN-TV Chicago was jointly announced Thursday by William A. McGuineas and Ted Weber, radio and tv sales managers, respectively, of WGN Inc.

Petry had represented both *Chicago Tribune* broadcast properties in 11 western states under the old contract. It will now represent WGN in all areas of the U. S., save Chicago, New York, Philadelphia, Detroit, Milwaukee, St. Louis and Kansas City and WGN-TV everywhere except Chicago, New York, Philadelphia, Boston, Baltimore, Pittsburgh, Cleveland, Akron, Detroit, Cincinnati, Indianapolis, Milwaukee, Minneapolis, St. Louis and Kansas City.

In those cities, the stations will be covered by WGN Inc. Chicago headquarters staff or by its eastern office in New York.

Bahakel Stations to Convene In Roanoke, Va., Dec. 14-15

MANAGERS and staff of the seven Cy N. Bahakel radio stations will meet in Roanoke, Va., Dec. 14-15 for the organization's annual conference. Augmenting the group of 80 Bahakel staff members will be the mayor of Roanoke, who will welcome them at a luncheon Dec. 14, agency, sales representation, wire service, legal and NARTB representatives and other multiple stations owners, including Charles W. Holt (WHXY Bogalusa, La.; WHNY McComb, WHSY Hattiesburg, both Miss, and WSFA Montgomery, Ala.

The group will discuss new program formats, programming innovations for the needs of individual communities, commercial service and engineering responsibilities. Coleman Austin Jr., manager of WRIS Roanoke, is handling convention arrangements. Other Bahakel managers to attend: Henry Hughes, WWOD Lynchburg, Va.; Phillip Bahakel, WKIN Kingsport, Tenn.; Bob Proctor, WLBJ Bowling Green, Ky.; Chuck Krause, WPLH Huntington, W. Va.; Don Neil, WABG Greenwood, Miss., and Mims Boswell Jr., WKOZ Kosciusko, Miss.

Fort Smith, Ark., Vhf Commences on Ch. 5

CH. 5 KNAC-TV Fort Smith, Ark., went on the air Saturday with regular programming as that city's second tv station and first vhf outlet, according to General Manager Cecil Sansbury. The station received special temporary authority for operation from the FCC last week.

At the outset, KNAC-TV is operating from 4 a.m. to midnight with an interim power of 28.8 kw until its authorized power of 50.1 kw can be effected. Formal opening ceremonies are planned for early in January.

Mr. Sansbury joined the station from WEHT (TV) and WEOA Henderson, Ky.-Evansville, Ind., where he also was general manager. Other KNAC-TV officers include Roger Garrett, assistant manager, also formerly with WEHT (TV) and WEOA, and Chief Engineer Claude Scott, formerly at KSLA-TV Shreveport.

The other Fort Smith tv station is ch. 22 KFSA-TV.

Coggeshall Retires from WGY

A. O. COGGESHALL, radio pioneer and one of the first WGY Schenectady announcers, retired Friday from the General Electric Co. station after 34 years of broadcasting service. Since 1946, Mr. Coggeshall had been WGY's music supervisor, organizing the station's music library and bearing responsibility for all WGY music programs.

Originally a G. E. accountant, Mr. Coggeshall joined WGY in 1922 as an announcer, and two years later was named program manager, a post he held for 22 years, until the end of 1946. He continued to be heard on the air.

N. C. Basketball on WPTF

WPTF Raleigh, N. C., will carry 48 basketball games of four state universities this winter under the sponsorship of Walker Martin Inc., General Electric distributor, six GE dealers and the Jesse Jones Sausage Co., Garner, N. C. WPTF Sports Director Jim Reid will do the play-by-play with Bill Jackson handling the color. The Pittsburgh U.-North Carolina State game last Saturday night began the series.

West Coast Union Sponsors 'Public Service' Music Show

A LABOR UNION in the sponsor's slot of a continuing musical program that has a symphony orchestra maestro as disc jockey—these are features of a weekly show currently being broadcast by three Washington State radio stations, KXA Seattle, KIMA Yakima, and KXLY Spokane.

The program, *An Hour With Katims*, conducted by Milton Katims, director of the Seattle Symphony Orchestra, consists of selections designed to please "listeners with haircuts of all lengths," and is broadcast from 1 to 2 p.m. Sundays. The sponsor is the Community Service Dept. of the Western Conference of Teamsters (AFL-CIO), which makes no use of the program's "commercial" time for itself, instead offering this time to civic and charitable groups in need of reaching the public with appeals.

KYTE Celebrates Its Opening

SEVERAL hundred persons attended an open house yesterday (Sunday) at KYTE Pocatello, Idaho, which began broadcasting on Nov. 21. The new music-and-news independent is a daytimer on 1290 with 1 kw.

The station is owned and operated by J. Ronald Bayton, 50% owner and manager of KOFE Pullman, Wash., and applicant for a new station at Idaho Falls, Idaho. Jerry Fennel is KYTE general manager and his wife is traffic manager. Don Fuhrmann is program director.

WAPA-TV San Juan Sales Rise

INCREASING business volume with 1956 sales to date up 102% over the same 1955 period has been reported by ch. 4 WAPA-TV San Juan, Puerto Rico. Andrew N. Vladimir, WAPA-TV sales manager, who announced the business rise, said that November sales indicated a record month for the two-and-a-half-year-old outlet. WAPA-TV has been on the air since May 1954.

REPRESENTATIVE APPOINTMENTS

KCCC-TV Sacramento, Calif., appoints McGavren-Quinn Co., S. F., effective Dec. 1.

WOKO Albany, N. Y., names Breen & Ward, same city.

WWIN Baltimore, Md., appoints Meeker Co., N. Y.

WALA-AM-TV Mobile, Ala., has appointed, respectively, H-R Representatives Inc. and H-R Television Inc.

REPRESENTATIVE PEOPLE

Joseph Ruggiero, account executive, Forjoe & Co., and manager of its N. Y. office, to Select Station Representatives Inc., same city, sales staff.

Ralph Jones, salesman, KTLA (TV) Los Angeles to Hollywood sales staff of Weed & Co.

Lois T. Morse, assistant editor, *Sponsor* magazine, to Blair Tv Assoc., N. Y., promotion department.

Bernard Howard, president, Star National Inc., N. Y., father of girl, Kathy Lynn, Nov. 15.

STATION PEOPLE

W. Irving Rose, commercial manager, WSKN Saugerties, N. Y., named executive vice president. Mr. Rose will continue as commercial manager of WSKN.

Louis W. Shapiro, with WSTV Steubenville, Ohio, in radio sales since 1945, named radio sales manager. He also handles tv sales for WSTV-TV and will continue this in addition to his new position.

MR. SHAPIRO

E. J. Galbos, station manager, KVWO Cheyenne, Wyo., named general manager. **Robert Rubin,** assistant manager, succeeds Mr. Galbos.

Gene Ellerman, general manager, WWTV (TV) Cadillac, Mich., elected vice president and **Daryl Sebastian,** assistant general manager, named assistant treasurer. **Clayton A. Roehl,** producer-director WOOD-TV Grand Rapids, appointed production director of WWTV.

Leo Jylha, general manager, WBCM Bay City, Mich., named commercial manager in charge of local and national sales.

Ervin Siemoneit named chief engineer, KAWL York, Neb.

John H. Riedel, technical operations supervisor, WRCA-TV New York, appointed manager of studio technical operations.

Frank Cassidy, former publicity director for Woods Productions, Chicago, to KAFY Bakersfield, Calif., as sales executive.

Richard T. McCue, assistant in NBC's radio-tv night operations department, to WRCA New York as radio director.

Jack Frazier, director of radio-tv merchandising for Crosley Broadcasting Corp. [WLW-AM-TV Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, all Ohio, and WLWA (TV) Atlanta], named director of client service, newly-created post.

Douglas LaMear, merchandising manager-sports director, KGW Portland, Ore., to sports director for KGW-AM-TV, and **Charles D. Richardson,** salesman-office manager, KPTV (TV) same city, to KGW-TV's sales staff. **Sylvia Taylor,** KPTV continuity director, to KGW-TV in similar capacity. **Richard C. Ross,** associate news editor, KING-TV Seattle, to KGW-TV as news director. **Tom McCall,** named news commentator-analyst, KGW-TV Portland.

Lynn Christian, producer-director, KNUZ-TV Houston, Tex., to KCEN-TV Waco-Temple, Tex., as operations director.

Audrey Rose succeeds **Loretta Pemberton** as traffic director of WHTN-TV Huntington, W. Va.; **Jim Vormelker,** sales staff, will resign to join service. **Bill Love,** sales service representative, WCMI Ashland, Ky., joins WHTN-TV in similar capacity.

Charles Vaughn, director, WKRC-TV Cincinnati, to educational WCET (TV) same city, as program director.

Robert Hanger, WSRW Hillsboro, Ohio, to WHTN-TV Huntington, W. Va., as local news director.

Dominic J. Farrell, account executive, Crosley Broadcasting Corp., to WKRC-TV Cincinnati sales staff.

Mark Munn, continuity editor-instructor in radio-tv writing, KWSC Pullman, State College of Washington educational station, appointed assistant sales promotion manager, WGN Inc. (WGN-AM-TV Chicago).

Kerm Kath, general manager, KGOS Torrington, Wyo., father of boy.

Charles J. Carey, program manager, WNEM-TV Bay City, Mich., father of boy, John Segers, Nov. 21.

Leonard Mosby, production manager, WMBR-TV Jacksonville, Fla., father of boy, Blair Elliott, Nov. 19.

Howard Mays, production department, WSAZ-TV Huntington, W. Va., father of boy, Richard Howard, Nov. 26.

Bob Reagan, publicity department, KTLA (TV) Hollywood, married Barbara Fitzgerald, Nov. 23.

Bob Mead, announcer, WMIX Mt. Vernon, Ill., married Gloria Gamage.

James R. Newcomb, 21, naval air cadet and son of Lamar A. Newcomb, president-general manager of WFAX Falls Church, Va., killed a fortnight ago in Memphis, Tenn., when plane he was piloting crashed.

Ready to use when Received··

THE CB-210
COMPLETE
TRANSCRIPTION
PACKAGE!

Connect to the turntable mixing channel — you are ready for operation. The Gates CB-210 complete transcription chassis includes: (a) preamplifier, (b) power supply, (c) transcription arm for all size discs, (d) dual cartridge, (e) dual stylus for both microgroove and standard, (f) variable equalizer, and (g) the famous CB-100 three-speed turntable, of which nearly 800 have been sold in the past seven months. Price is modest too. — Only $303.00 complete with dual sapphire stylus or $329.50 with dual diamond stylus. Fully described page 52 of catalog 81.

GATES RADIO COMPANY
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILLINOIS, U. S. A.

WIBC

LEADS IN INDIANA

FIRST IN COMMUNITY SERVICE

WIBC has received many awards for contributions to the field of traffic safety . . . 5 successive National Safety Council Awards, the Indianapolis Safety Board's Award to disc jockey Easy Gwynn, etc. But one of the station's most highly prized awards in this field again went to Easy Gwynn, this one by a private business, the Allstates Insurance Company, for his efforts in behalf of driver education. This award is another indication of WIBC's leadership in community service.

FIRST IN AUDIENCE

WIBC not only leads the way among Indianapolis radio stations in public service, but WIBC programs lead in audience ratings, too. In the 31 county Indianapolis trading area, *WIBC programs rank first in 447 out of 504 rated quarter hours each week.**

*Pulse Area Study, Sept.-Oct., 1955

FIRST IN THE HEARTS OF THEIR LISTENERS

WIBC's success in building big audiences and in public service is largely due to the station's well known personality salesmen . . . names like Easy Gwynn, Al Brooks, Robin Bright, Jim Shelton and many others. These same personalities are available on a "first come, first serve" basis to help you sell your produce or service.

WIBC 1070 KC

The Friendly Voice of Indiana

2835 N. Illinois St.
Indianapolis 8, Indiana

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

ABC's Video Upswing Starts With Sinatra

THE expected surge by ABC to hypo its tv programming next fall already was underway in earnest last week. The network reported it had outbid its two tv network competitors—CBS-TV and NBC-TV—for the talent services of recording-screen-tv star Frank Sinatra.

The contract with Mr. Sinatra actually is between Kent Productions and ABC. Kent is owned by Mr. Sinatra and has exclusive rights to his services. Mr. Sinatra reportedly expects to net a possible $1 million each year for three years from the pact, which provides for ABC acquisition of a stock interest in Kent over that period.

The agreement was announced Wednesday by Leonard Goldenson, president of American Broadcasting-Paramount Theatres Inc., ABC's parent company, after it was concluded in New York by Mr. Goldenson and the William Morris Agency, acting as representative for Mr. Sinatra. Negotiations were handled on the West Coast by Mr. Goldenson and other ABC executives.

Under the pact, Mr. Sinatra will appear exclusively on ABC-TV in a weekly half-hour program series with a flexible format permitting the star to vary his talents in the dramatic, comedy and musical fields. He also would star on two one-hour special programs for each of the three years.

ABC rights to his exclusive services do not affect his motion picture obligations and activities.

Mr. Sinatra had not been under contract in the tv field, although he has made frequent one-time appearances on network programs. At the time Mr. Sinatra was the rage as a crooner, he was heard regularly in radio series, including *Your Hit Parade.*

Melnick to Accentuate ABC-TV Live Day Shows

NAMING last week of Daniel Melnick, former CBS producer, to the newly-created post of manager of program development for ABC-TV presages that network's plans for live daytime programming.

MR. MELNICK

Robert F. Lewine, ABC-TV vice president in charge of programming and talent, in announcing Mr. Melnick's appointment, disclosed that one of his first assignments will be to "assist in the development of ABC-TV's contemplated live daytime network programming."

Since the recent management shakeup at ABC-TV, emphasis has been put on more live shows. Except for its Sunday schedule, ABC-TV has no live daytime programming. The network programs *Afternoon Film Festival* and *Mickey Mouse Club* are film shows on weekday afternoons. On Sunday afternoons, its live shows are *Johns Hopkins' File 7, College Press Conference, Medical Horizons* and *Dean Pike.* Of these programs, *Medical Horizons* is sponsored (Ciba Pharmaceuticals).

Tobacco Network Names Williams; Plans N. Y. Sales Office in Jan.

ELECTION of Ray D. Williams, owner-general manager of WHIT New Bern, N. C., as president of the 14-member Tobacco Radio Network has been announced by the network. The election took place at the Tobacco Network's annual stockholders meeting, in Raleigh. It was also announced that the network, which is comprised of 14 eastern North Carolina am and fm stations, plans to open New York sales offices in January. The New York branch will be supervised by Ken Willson, who for the fifth year was re-elected executive vice president-general manager of the network.

Other officers elected were P. G. Sewell of WRCS Ahoskie, as vice president, succeeding Mr. Williams, and Hal Vester of WFTC Kinston, as secretary-treasurer. Elected to the board of directors were Allen Jones of WGNI Wilmington, and Victor Dawson of WFNC Fayetteville.

Tucker to Appear on NBC-TV Despite Disapproval of Met

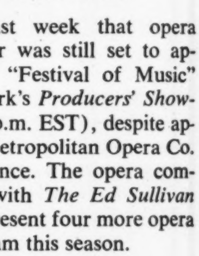
NBC-TV reported last week that opera singer Richard Tucker was still set to appear on Sol Hurok's "Festival of Music" program on the network's *Producers' Showcase* Dec. 10 (8-9:30 p.m. EST), despite apparent efforts of the Metropolitan Opera Co. to block his performance. The opera company has a contract with *The Ed Sullivan Show* on CBS-TV to present four more opera excerpts on that program this season.

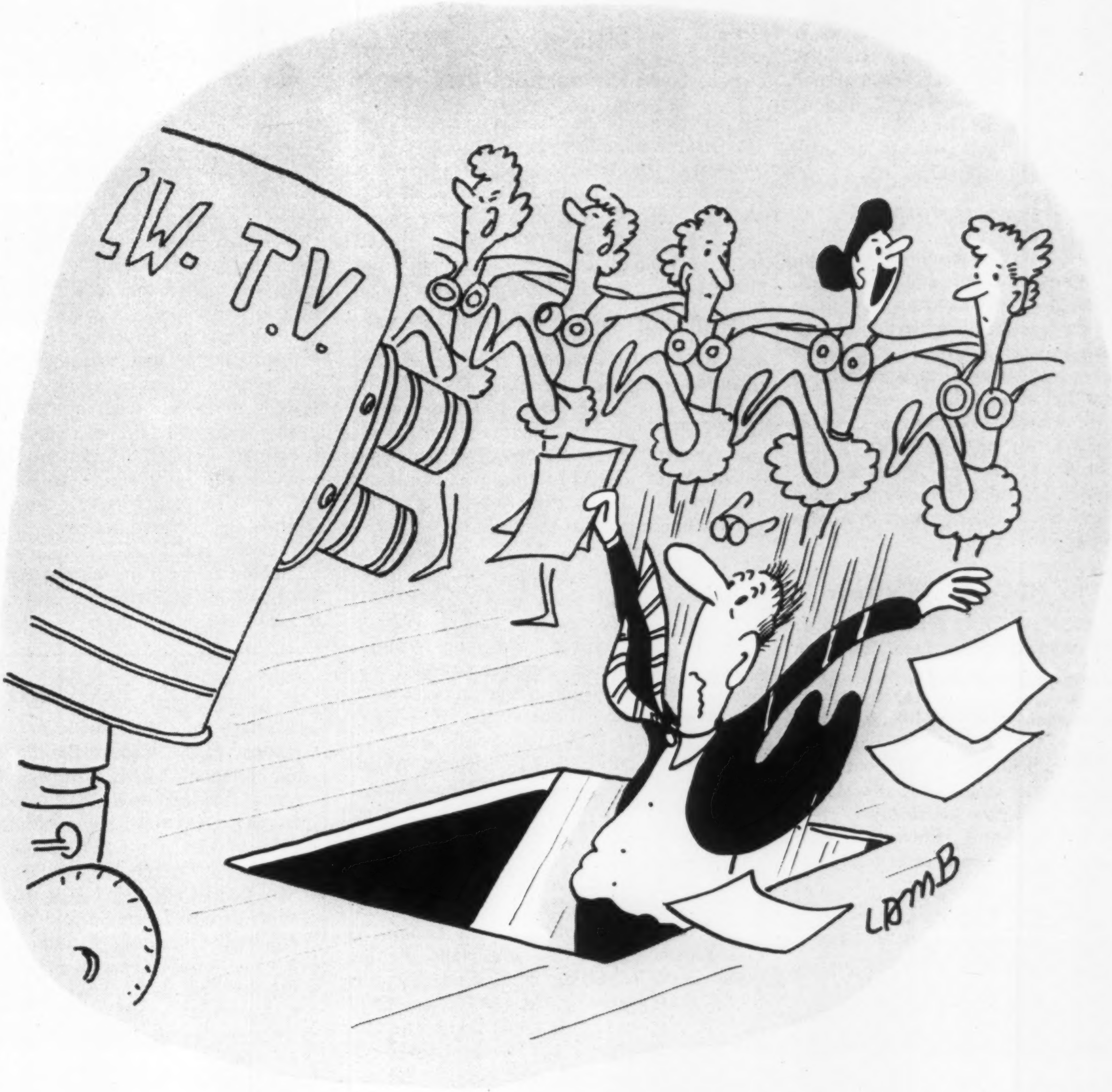
It is reported that the Metropolitan notified Mr. Tucker that he will not be permitted to appear on the Met's production to be staged on Mr. Sullivan's programs if he goes on the NBC show. A representative for Mr. Tucker last week said the singer still planned to appear on "Festival of Music."

Hoag Rejoins CBS-TV Sales

ROBERT HOAG, former president of Hoag-Blair, station representative, has rejoined CBS-TV sales, it was announced Thursday by CBS-TV Sales Vice President William H. Hylan. Mr. Hoag first joined CBS-TV after

in
HOUSTON
the
OK Negro Radio Buy
is
KYOK





He forgot that "Scotch" is a brand name for tape!

It's easy for all of us to fall into bad habits! While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape, or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape*. Thank you.

MINNESOTA MINING AND 3M COMPANY **MANUFACTURING COMPANY**

ST. PAUL 6, MINNESOTA

World War II, as commercial manager of the network's KTSL (TV) Los Angeles, now KNXT (TV). He transferred to New York in 1952 as a member of CBS Television Spot Sales and the following year became sales manager of KFMB-TV San Diego.

His association with Hoag-Blair, which began in 1954, ended this past summer with his resignation [B•T, Sept. 17].

Houseman Signed by CBS-TV

PRODUCER-DIRECTOR John Houseman, an outstanding veteran of moton pictures, radio and screen plays, was signed last week by CBS-TV as executive producer in charge of the network's new, hour-long series, *The Seven Lively Arts,* which is to be scheduled for the next fall season.

Robert T. Herridge continues as producer of the series on which he already has been at work. He will report to Mr. Houseman. Mr. Herridge formerly produced *Camera Three* and was a producer of *Studio One,* both on CBS-TV.

Schlatter to NBC-TV Hollywood

GEORGE SCHLATTER, former manager of Ciro's, Hollywood night club, has been named to an executive position with NBC-TV's program department there, it was announced last week by Harold Kemp, general program executive with the network's Pacific Div. Mr. Schlatter's duties will consist of scouting and auditioning new talent and assisting Mr. Kemp in securing guest stars for variety shows. Previously, Mr. Schlatter was booking agent for Music Corp. of America.

CBS Producer John Carney Dies

JOHN M. CARNEY, 60, CBS staff producer on the Arthur Godfrey programs since 1945, died Tuesday night in New York. Mr. Carney had been with CBS since 1945 and previously was associated with MCA Ltd. He had produced Mr. Godfrey's *Talent Scouts* up to last May, when he took a medical leave of absence, returning to the program on a limited basis a few months ago. Survivors include his wife, a son and a daughter, his parents and five brothers, one of whom is Art Carney, actor and co-star with Jackie Gleason on the latter's CBS-TV comedy show.

NETWORK PEOPLE

Richard W. Jolliffe, administrative manager of sales services, CBS Radio, named account executive.

Richard Dunlap, producer-director, *Kraft Theatre* (NBC-TV, Wed., 9-10 p.m. EST), to associate producer of *Omnibus* (ABC-TV, Sun., 9-10:30 p.m. EST).

David Orrick, named director on NBC-TV's *Lux Video Theatre.*

Ray Crosset, scenario editor, Universal-International to CBS-TV's program department as executive editor.

Leonard H. Goldenson, president American Broadcasting-Paramount Theatres, re-elected to third term as board chairman of United Cerebral Palsy Assns.

ANOTHER BLUE NOTE FOR JIMMY

- **Local 47 sues AFM for nearly $4½ million**
- **Diverson of fees for tv re-use of movies involved**

SECOND major legal action against James C. Petrillo's administration of the American Federation of Musicians was filed in Los Angeles Superior Court Thursday as 22 musicians from AFM Local 47 there asked for damages of $4,468,950, money alleged to have been diverted by Mr. Petrillo to the AFM trust fund from old movies released to television.

The suit, filed in behalf of 2,400 musicians employed in the motion picture industry, also requested that the court issue an injunction to restrain over 100 movie producers and tv film distributors from making any further "re-use" or "royalty" payments to AFM, to the AFM music performance trust fund or to any persons other than the performing musicians themselves.

In addition to the AFM, "neutral" defendants named in the suit include RKO Teleradio Pictures Inc., Walt Disney Productions, United Artists Corp., Warner Brothers Pictures Inc., Republic Productions Inc., Columbia Pictures Corp., Paramount Pictures Corp., Samuel Goldwyn Productions Inc., Loew's Inc. (MGM), Universal Pictures Co., Republic Pictures Corp., 20th Century-Fox Film Corp., Allied Artists Pictures Corp., CBS Inc., NBC, American Broadcasting-Paramount Theatres Inc. and about 90 others.

The papers were presented to the court by Los Angeles attorneys Harold A. Fendler and Daniel A. Weber, who earlier, on behalf of 91 other members of Local 47, and representing 6,000 musicians in the phonograph recording field, filed suit for $8,587,900 against AFM [B•T, Nov. 26]. A third legal action is to be taken later to challenge the AFM policies of trust fund royalties in films made expressly for tv.

Fees to Trust Fund

In the newest complaint, the motion picture musicians allege that collective bargaining agreements were negotiated for them by the federation in June 1952 and in December 1954 which specifically provided for additional wage payments to be made to all musicians performing services in motion pictures which were subsequently released for use on television. In June 1955, the complaint alleges that all of these additional wage payments were diverted from the musicians by Mr. Petrillo, who decreed that all future wage re-use payments should be made to the trust fund originated by him for the purpose of contributing to the public knowledge and appreciation of music.

Mr. Petrillo's action is alleged by the musicians to have been a "breach of the fiduciary obligation owing to them."

The complaint asserts that $1,495,000 in additional wage payments was diverted from the 2,400 musicians to the trust fund, and that the federation, in addition, negotiated collective bargaining agreements, purportedly on behalf of the musicians, which required the motion picture producers to pay to the trust fund amounts equal to 5% of the gross revenue received from sale or license of the motion pictures to television, and that during the last four years such royalty payments have aggregated $2,973,950. Before the termination of the existing agreement on Dec. 31, 1958, these payments will aggregate a total of $10,000,000, the court was told.

These royalty payments are alleged to constitute money which belongs to the plaintiffs because it arises from the plaintiffs' services, and if the federation had exercised loyalty and good faith in its collective bargaining agreements, the motion picture companies would have agreed to pay amounts equivalent to such royalty payments to the plantiffs as increased wages.

The complaint asks for a declaratory judgment declaring the various rights, duties and liabilities of all parties and specifically declaring the provisions of the 1955 amendment to the Hollywood film-tv labor and trust agreements to be invalid insofar as they require additional wage payments and royalty payments to be diverted into the trust fund. The complaint also asks that all monies presently in the hands of Samuel R. Rosenbaum as trustee of the trust fund be declared to be held in trust by him for the 2,400 musicians who have actually rendered services in producing the motion pictures in question.

REVOLT REVIEWED

STORY of the musicians' revolt against James Caesar Petrillo within AFM Local 47 at Los Angeles, led by Cecil Read, is told by Lester Velie in the December issue of *Reader's Digest.* The story, "The Union That Fights Its Workers," relates that when Mr. Read took Local 47's trust fund appeal to Mr. Petrillo and the International Executive Board in New York, the AFM president "raged at him for three hours" but finished with a plea "that laid naked his fears." Mr. Velie writes that Mr. Petrillo asked Mr. Read: "Please, go back and be president of your local if you want to. But, I beg of you, don't take the federation into court."

In 1951 the AFM permitted the release of theatrical film to tv on these conditions:

(A) The producr or any subsequent owner or lessor of the films sign a trust fund agreement with Samuel R. Rosenbaum, trustee, agreeing to pay to the trustee 5% of the gross revenues derived from the exhibition of these films on television.

(B) The music sound track is to be re-recorded using the same number of musicians as performed on the original scoring.

In October 1952, the above agreement having proven to be technically impractical and the re-recording sessions having degenerated into "dummy" sessions, a new agreement was reached as follows:

(A) Payments to the trust fund of 5% of gross revenues as before.

(B) $25 to be paid to each musician who had recorded the original music for these films. (This was a one-time payment made on the sale or release of the film to tv exhibition, although the 5% royalties to the trust fund was to be on all showings of the film on tv.)

The provision for the $25 payment to the individual musician was and is in accordance with past AFM policy and that of related actors and singers guilds, which require additional payments for the use of a recorded or filmed performance in more than one medium.

In 1954, this agreement was renewed for five years with substantially the same provisions, but in June 1955, the suit alleges, Mr. Petrillo and the international executive board arbitrarily changed this contract (which had 3½ years to run) and instructed the film producers and their assignees that these $25 payments were now to be made to the trust fund and not to the individual musicians whose work was being reused.

"Prior to this ruling of the IEB in June of 1955, our members had received about $7,000,000 from this source. In case a musician was deceased, his widow or heirs had been paid. Since June of 1955, our members or their heirs have been deprived of over $4,000,000 in reuse payments. This $4,000,000 may not have been paid to the trustee as yet, because payments are not due until 60 days after the film appears on tv. Many of the 4,000 films released to tv have not been shown yet, hence the difference between $4,000,000 due to musicians on films released to tv and the $1,495,000 amount alleged in the complaint for films already shown" the plaintiffs explained.

New AFTRA Pacts in Chicago Raise Announcers Pay to $170

SEVEN Chicago radio and television stations, including five network-owned and two independents, have come to terms with American Federation of Television & Radio Artists following local membership ratification of national two-year contracts negotiated with the networks and transcription companies [B•T, Nov. 26, 19]. Contracts are to be signed this week.

Agreements completed with the network-owned stations—WBKB (TV), ABC; WBBM and WBBM-TV, CBS; WMAQ and WNBQ (TV), NBC—call for $20 increases in staff radio-tv announcer fees (from $150 to $170 weekly) and a 10% boost in freelance rates for performers and models, plus incorporation of pension-and-welfare benefits (5%) in radio pacts. New contracts are retroactive to Nov. 16.

Terms of the two-year contract with WGN and WGN-TV, independent outlets, were announced by Ward L. Quaal, vice president and general manager of WGN Inc. Negotiations with WGN Inc. were concluded Nov. 16 providing for a $5 increase in base salary for staff announcers (from $165 to $170) and for a 5% raise in fees of local tv performers and models.

Negotiations were still underway last week with WLS, *Prairie Farmer* station affiliated with both ABC and MBS. Other independent radio stations were not involved in negotiations, since their contracts do not expire until next February.

AFTRA Chicago's original demands, it was understood, called for boosts of 20% (or $30) in weekly minimum salaries for staff radio and tv announcers and of 25% for television models.

Seattle Announcers Compromise

AFTRA announcers in Seattle accepted a compromise proposal Nov. 24, ending a strike threat involving KOMO, KJR, KING and KIRO. The compromise involved an increase in weekly base pay from $110.60 to $115, retroactive to Oct. 1, increasing to $117.50 Oct. 1, 1957, and to $120 nine months later, according to AFTRA. The contract expires in April 1959.

WGAW to Meet on Contracts

A SPECIAL membership meeting of the Television-Radio Writers Branch of the Writers Guild of America West has been called for Dec. 13 in Los Angeles to approve proposed staff contracts for live tv and radio so that the guild's negotiating committee can proceed with final signing of free lance contracts with the networks.

NEW YORK
CHICAGO
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MIAMI
MEMPHIS
LOS ANGELES
SAN FRANCISCO

representing
RADIO
representing
TELEVISION

BRANHAM

national advertising representatives

11 OFFICES
FROM COAST
TO COAST. . . . .

It takes a SPECIALIST to get BEST RESULTS in Louisiana's 2 biggest markets!

℞ in NEW ORLEANS
WMRY
(Negro Programming Specialist)
*More Negro listeners are tuned daily to WMRY than to the next 2 stations combined!
*Pulse, July-August, 1956

℞ in SHREVEPORT
KCIJ
(Country Music News Specialist)
*In the 35 county-parish ARK-LA-TEX area, KCIJ is first among "indies" and second only to the 50,000 watter—but at nowhere near the cost! *Pulse, Mar-Apr, 1956

KCIJ
The Big City Station with the Country Flavor
5000 Watts 980 KC
SHREVEPORT

WMRY
The Sepia Station with Double Power!
1000 Watts 600 KC
NEW ORLEANS

SOUTHLAND BROADCASTING COMPANY
Mort Silverman, Exec. V. P. & Gen. Mgr.
GILL-PERNA, INC.—Nat'l. Rep.
New York, Chicago, Los Angeles, San Francisco

Radio Set Shipments Increase in September

SHIPMENTS of radio sets to dealers in September totaled 835,025 units, well ahead of the 579,102 shipped in August of this year and the 757,196 in September 1955, according to Radio-Electronics-Tv Mfrs. Assn.

Cumulative radio shipments for nine months of 1956 totaled 5,326,820 sets, a substantial gain over the 4,197,081 shipped in the same 1955 period. Number of radios shipped to dealers by states during the first nine months of 1956 follows:

State	Total	State	Total
Alabama	61,785	Nebraska	32,731
Arizona	29,273	Nevada	7,068
Arkansas	28,467	New Hampshire	18,851
California	566,250	New Jersey	204,809
Colorado	39,054	New Mexico	16,285
Connecticut	85,264	New York	855,559
Delaware	10,291	North Carolina	81,605
Dist. of Columbia	48,078	North Dakota	11,999
Florida	100,923	Ohio	303,820
Georgia	84,368	Oklahoma	41,293
Idaho	11,157	Oregon	45,108
Illinois	414,494	Pennsylvania	377,481
Indiana	93,009	Rhode Island	32,275
Iowa	52,118	South Carolina	33,831
Kansas	42,093	South Dakota	12,028
Kentucky	70,604	Tennessee	66,376
Louisiana	74,020	Texas	218,540
Maine	29,428	Utah	17,343
Maryland	92,374	Vermont	11,519
Massachusetts	220,895	Virginia	80,975
Michigan	231,354	Washington	80,272
Minnesota	75,377	West Virginia	33,119
Mississippi	31,308	Wisconsin	98,885
Missouri	121,047	Wyoming	6,274
Montana	14,944	GRAND TOTAL	5,326,820

Midwestern Instruments Inc. Nears Merger With Magnecord

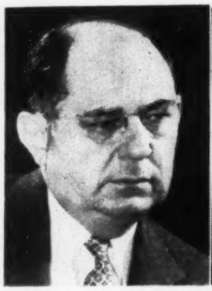
MAGNECORD INC., Chicago, and Midwestern Instruments Inc., Tulsa, have approved terms of a merger of the two companies, according to a joint announcement by M. E. Morrow, chairman of the board of Midwestern, and Barrett Wendell, Magnecord chairman. The merger plans, which have been approved by both boards of directors, will be submitted to stockholders of both companies for immediate action.

Terms of the agreement call for an exchange of securities, with issuance of Midwestern Instruments common stock in exchange for all Magnecord common stock. American Research and Development Corp., Boston, is a major investor in Magnecord.

Present plans are for operation of Magnecord as a division of Midwestern Instruments, with integration of personnel of both organizations.

Midwestern, with annual sales at the rate of $4.5 million, manufactures oscillographs, galvanometers, torque motors and other industrial electronic equipment. Magnecord, noted largely for its professional and industrial magnetic tape recording equipment, reports annual sales in excess of $2.5 million.

General Precision Laboratory Makes Executive Promotions



DR. GARMAN

MR. MURRAY

DR. RAYMOND L. GARMAN, vice president of General Precision Laboratory Inc., Pleasantville, N. Y., has been elected to the new position of executive vice president and technical director, and James W. Murray, vice president, was named executive vice president and general manager, another new post, it was announced last week.

Dr. Garman will be responsible for technical administration of the company, including research and development, and Mr. Murray for all phases of manufacturing and administration.

Richard W. Lee, director of GPL's Avionic Engineering Div., and William J. Tull, director of Avionic Sales Div., both were elected vice presidents. William P. Hilliard, vice president of Pleasantville Instrument Corp., GPL's manufacturing subsidiary, was named PIC president, and Raymond G. Johnson, PIC controller, was named to the additional office of assistant treasurer.

RCA Announces 'Super Brain' Electronic Computer System

DEVELOPMENT of a new electronic "super brain" that will enable electronic computers to store more than a million bits of information in a space slightly larger than a shoe box was announced last week by the RCA David Sarnoff Research Center, Princeton, N. J.

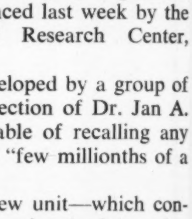
The new device, developed by a group of scientists under the direction of Dr. Jan A. Rajchman, is also capable of recalling any or all of the items in a "few millionths of a second."

In announcing the new unit—which consists basically of thin, printed plates of a special magnetic material perforated with small holes—Research Vice President Dr. Irving Wolff declared that it is a modified and improved version of the high-speed magnetic core memory system developed a few years ago by Dr. Rajchman.

DuMont Labs Ships to KTCA (TV)

A 25 KW transmitter and complete multiscanning equipment for color tv was sent last week by Allen B. DuMont Labs to KTCA (TV) Minneapolis (ch. 2), educational tests early next year. KTCA (TV) is owned and operated by the Twin City Educational Television Corp.

in MEMPHIS the OK Negro Radio Buy is WLOK



Advertising, Sales Personnel Reassigned at RCA Tube Div.

REASSIGNMENTS of advertising and sales promotion staff of RCA Tube Div. has been announced by Manager Harold S. Stamm.

G. G. Griffin, for the last two years manager of distributor advertising and sales promotion, becomes manager of product advertising and sales promotion. R. A. Huff, administrator of distributor advertising and sales promotion, responsible for receiving tubes and kinescopes, becomes manager of advertising and sales promotion, entertainment market, and will be assisted by S. T. Vanascore as administrator of renewal advertising, kinescopes.

F. X. Banko, administrator of advertising and sales promotion, equipment market, becomes manager of advertising and sales promotion, industrial market, assisted by C. E. Howard as administrator of renewal advertising, cathode ray and power tubes, and by George Sapin as administrator of equipment advertising, cathode ray and power tubes.

A. J. Jago, with RCA since 1953, becomes administrator, budgetary and cost controls. E. B. May, manager, advertising and sales promotion, electronics, components and test equipment, becomes administrator, advertising and sales promotion, semi-conductors. J. J. Phillips, administrator, advertising and sales promotion, power tubes, becomes administrator, shows and exhibits. H. M. Slovik, editor of the house organ *Huddles and Tube Tips,* becomes administrator of publications, assisted by Robert L. S. Ledy.

Allen B. DuMont Jr. Promoted

ALLEN B. DuMONT Jr., an executive with Allen B. DuMont Labs, has been named assistant manager of the electronics firm's receiver division, F. P. Rice, division manager, announced last week. In his new post, Mr. DuMont will supervise product development from a technical and styling standpoint of such items as tv sets, radios, phonographs and high-fidelity components. Mr. DuMont, son of the firm's board chairman and founder, joined Allen B. DuMont Labs as a sales trainee in the cathode-ray tube division, and successively held various posts in sales, tube and receiver divisions.

$250,000 Kay Lab Expansion

A $250,000 expansion program for Kay Lab, San Diego, has been announced by President and Board Chairman LaMotte T. Cohu. Construction is to start immediately on an addition to the present plant to house engineering, sales and administrative personnel. Included in the expansion plans are a new customer-service department for field service engineering, equipment repair and maintenance and graphic arts facilities.

MANUFACTURING PEOPLE

Arthur V. Loughren, former vice president in charge of research, Hazeltine Corp., Little Neck, N. Y., to Airborne Instruments Lab Inc., Mineola, N. Y., as vice president. He is also president of Institute of Radio Engineers.

George D. Rice, production manager, Kay

Advertisement

From where I sit
by Joe Marsh

The Kid's Learned to "Take Charge"

I was down at Buck Benson's store the other day when a fellow came in with a six-year-old boy—obviously his son.

While the fellow was looking over some stuff on the counter, Buck handed a free peppermint stick to the boy, who promptly tore off the wrapper and went to work on it.

The father seemed quite put out about his son's lack of manners and held up his hand to stop him. "What do we say when Mr. Benson gives us something?" he demanded. "Charge it," replied the kid without hesitation.

From where I sit, children aren't the only ones who "repeat things" without knowing what they're talking about. For instance, I'm convinced that many of those who speak out against the old American custom of enjoying a glass of beer after work are just parroting what they've heard others say. It's better to get the facts—then make up our own minds—*and permit our neighbors to do the same.*

Joe Marsh

Copyright, 1956, United States Brewers Foundation

Lab, San Diego, elected vice president in charge of manufacturing and member of board of directors.

Joe H. Morin, Howard W. Sams & Co., Indianapolis, named sales head of company's newly created Industrial Service Department.

Matthew J. Hughes, electronic product district sales manager in Teterboro, N. J., Sylvania Electric Products Inc., to electronic product special sales representative for national accounts in N. Y.

Neil Uptegrove, advertising manager, Instrument Div., Allen B. DuMont Labs, named advertising manager of Technical Products Div.

Leon Seldin, engineering manager, low frequency instruments, Allen B. DuMont Labs, to assistant engineering manager, instrument div., Federal Telephone & Radio Co., Clifton, N. J.

Jack Behrend, Tv Equipment Co., Chicago, father of girl.

MANUFACTURING SHORTS

RCA reports live color studio camera shipment to WTMJ-TV Milwaukee and 12-section superturnstile antenna to WAVY-TV Portsmouth, Va.

Westinghouse Electric Corp. has placed three vhf and three uhf 17-inch portable aluminum-cased tv sets on market. Designed by Raymond Loewy, sets retail at $154.95 for vhf, $179.95 for uhf.

Sylvania Electric Products Inc., N. Y., and **Corning Glass Works,** Corning, N. Y., announce plans to form Sylvania-Corning Nuclear Corp. Each company will own one-half of stock and will conduct research and engage in development and production activities in atomic energy.

Hancock Electronics Corp., Redwood City, Calif., announces new closed circuit tv camera designed for complete remote control. Five adjustments may be made from one or more remote control points. Adjustments include remote pan and tilt, optical focus, rotation of lens turret and Delta-Lite (light control).

ORRadio Industries Inc., Opelika, Ala., announces its "no-spill reel" for tape recorders which utilizes rubber bands slipped over two notches on opposite ends of tape holding it securely in place.

Bell & Howell, Chicago, announces portable version of Miracle 2000 tape recorder model incorporating four speakers with sound reproduction described as "unusual" in such models. Unit includes two eight-inch "woofer" and two electrostatic "tweeter" speakers. Unit has three separate motors as in professional recorders and features "drop-in" threading, dual speed operation and program indicator for locating recording on tape. Price is $299.95.

Avco Mfg. Corp., N. Y., announced its research and advanced development division, will construct a $15 million research and development center at Wilmington, Mass.

Standard Electronics Corp., Newark, N. J., announces shipment of 500 watt transmitter to CHEK-TV Victoria, B. C.

ON THE DOTTED LINE

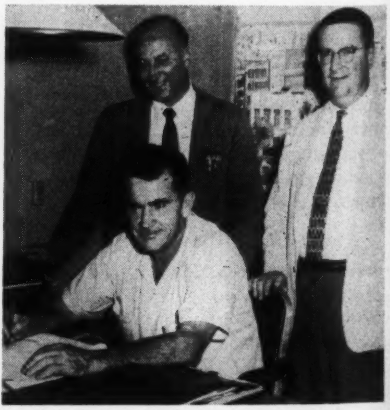
BAYUK CIGARS Inc. (Phillies), Philadelphia, through Al Paul Lefton agency has signed to sponsor the basketball games of the professional Philadelphia Warriors on WCAU that city. Present for the contract signing are (l to r) seated, Eddie Gottlieb, owner-manager of the Warriors; E. Archie Mishkin, Bayuk president; Donald W. Thornburgh, president-general manager of WCAU-AM-TV; Bill Campbell, WCAU sports director who will do the play-by-play; standing, Winslow P. Martin, Al Paul Lefton; Bernard Sless, Bayuk general sales manager, and Joseph T. Connolly, vice president in charge of WCAU Radio.

SAFE DRIVER
LEAGUE
B.F.Goo

PLANNING a nine-day promotional campaign on WSUX Seaford, Del., to open the new B. F. Goodrich Store there, in cooperation with Motorola tv, are (l to r) W. C. Evans, co-owner and chief engineer of WSUX; Phil Adams, WSUX commercial manager; Elizabeth Evans, co-owner and manager of the station, and James H. Nichols, manager of the Goodrich Store. The saturation campaign included 12 teasers, 172 spot announcements, 15 musical and sports programs, 12 weather reports, 49 five-minute newscasts and seven hillbilly programs.

FOR A SECOND YEAR, Greiner Bakery of Parkersburg, W. Va., renews its contract for nightly sponsorship of *The World Tonight* on WTAP-TV, that city. At the contract signing are (l to r) seated: Allan Land, general manager of WTAP-TV and WHIZ, and A. L. Greiner, bakery president, and standing: Stuart Leslie, WTAP-TV account executive, and Milton Komito, the tv station manager.

ROBERT VAN WORK, president of Mary Carter Paint Factories, signs for sponsorship on WTVJ (TV) Miami of three Sunday afternoon CBS pro football games. In back are John S. Allen (l), WTVJ vice president in charge of sales, and Win Clark, station account executive who sold sponsorship of the games.



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Smith Announces Formation Of Research Consultant Service

ESTABLISHMENT of a new broadcast research consultant service for station management effective Dec. 1, with headquarters in Minneapolis, has been announced by Charles H. Smith, research director of WCCO-AM-TV that city and veteran in the radio-tv industry.

MR. SMITH

Mr. Smith announced he will continue to serve as consultant to WCCO and WCCO-TV and that his services have been retained by the J. H. Whitney & Co. stations—KOTV (TV) Tulsa, KGUL-TV Galveston (Houston), WISH-WISH-TV Indianapolis, WINT (TV) Waterloo (Fort Wayne) and WANE Fort Wayne, both Indiana.

Establishment of the business by Mr. Smith was attributed to a "realization of the increasing need of stations for more and better research on a scale short of providing their own research departments."

Mr. Smith has been chairman of Television Bureau of Adv.'s Research Committee since April and recently served on Adv. Research Foundation committees dealing with radio-tv problems.

Burke, Grove to D. C. Law Firm

DOW, LOHNES & ALBERTSON, Washington radio-tv law firm, announced that attorneys Julian Burke and William J. Grove have joined the firm. Mr. Burke, a 1954 Georgetown U. Law School graduate, was law clerk to Circuit Judge E. Barrett Prettyman and to Supreme Court Justice Stanley F. Reed before joining the Washington law firm. Mr. Grove, a 1941 Temple U. (Philadelphia) Law School graduate, was assistant general counsel, Federal Power Commission, 1953-56.

PROFESSIONAL SERVICES PEOPLE

Albert W. Bates elected vice president of Selvage & Lee Inc., public relations firm with offices in Washington, N. Y., and Chicago.

Robert Queen, staffwriter, *Journal of Commerce* and freelance tv writer, to Greater New York Fund as radio-tv director.

Edward McDonald, news-special events director, WAKR Akron, Ohio, to Carl Byoir & Assoc., New York.

James W. Blackburn, Blackburn-Hamilton Co., station broker firm, hospitalized in Buffalo, N. Y., (Mercy Hospital), with heart attack described as mild. Mr. Blackburn, suffered attack Nov. 20.

PROFESSIONAL SERVICES SHORTS

David J. Jacobson & Co. and **Smith, Rose & Co.** have merged to become United Public Relations Inc. David J. Jacobson, president and Harold A. Smith, vice president. Address of new firm is 120 E. 56th St., N. Y. 22. Telephone: Plaza 1-3950.

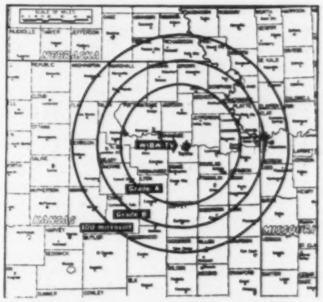
MAXIMUM POWER

WIBW-TV is now operating on the top limits of power allowed by the FCC—a smashing 316,000 watts.

MAXIMUM HEIGHT

Already WIBW-TV's antenna is at its limit of height—1010 feet above the rolling Kansas prairie.

MAXIMUM COVERAGE



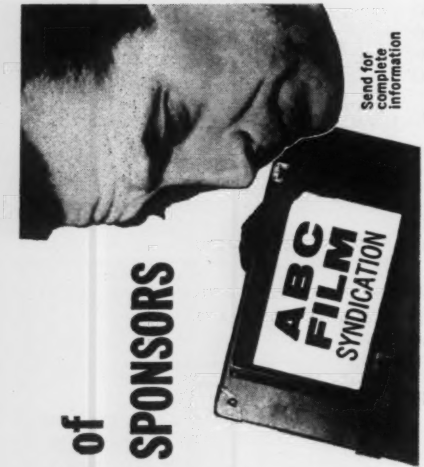
WIBW-TV absolutely dominates 20 Kansas Counties. We lay down a clear picture far beyond Kansas City and St. Joseph, Mo., into a total of 586,022 TV homes. Check the new A.R.B. for the TopekAREA. See the across-the-board preference for WIBW-TV.

WIBW-TV
SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

CBS
ABC

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

1
United Press news produces!



WHO'S WHO of "RACKET SQUAD" SPONSORS

Mennen Co. • Italian Swiss Colony Wine
White King Soap • Prince Macaroni
Alaska Railroad • Standard Motors
Southland Hardware • Star Furniture
Benis Refrigerator • Shortes Motors
Nic-L Silver Battery • Masic Cleaners
Sewing Machine Center • Texas State Optical
Nutrena Dog Food

Send for complete information

10 East 44th Street, New York 17, OXford 7-5880

BMI

"According to the Record"

Continuities for January

A daily almanac . . . each a five-minute program packed with information about the important happenings throughout the world.

January's "*According to the Record*" includes stories about the Panama Canal, George Washington, Buffalo Bill, "The Burning of the Clavie," and other significant and entertaining highlights and sidelights of the years past.

BMI's "*According to the Record*" package contains a full month's supply of continuities . . . Highly commercial . . . Now in its 12th successful year.

For sample scripts please write
to Station Service Department

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

GREAT BRITAIN'S TV HOMES UP 25% SINCE ADVENT OF COMMERCIAL TV

THE NUMBER of television homes in Great Britain increased by 25% during the first year that commercial television was in operation there, and the average tv home—since it's had a choice—has almost consistently spent more time with commercial tv than with the state-owned, noncommercial British Broadcasting Corp.

Data to support these conclusions is contained in a compilation of audience research information, *Measuring Up,* prepared by A. C. Nielsen Co. Ltd., British arm of A. C. Nielsen Co.

Compared with U. S. ownership and viewing patterns as reflected in Nielsen measurements in this country, however, the British not only fall short of the U. S. in percentage of tv-equipped homes, but also lag in average hours of viewing within the homes that are equipped.

Measuring Up places the number of tv homes in Britain at 6,040,000 as of September 1956. This represents 41.6% and compares with 4,820,000 or 33.3% in September 1955, when independent (commercial) tv was getting started there. In the U. S., there were almost 35.5 million tv households last March, representing 73% of the country's total, and Nielsen figures for September 1956 put the tv homes total at 37.7 million.

Total tv ownership in British areas served by Independent Television Authority, according to *Measuring Up,* runs 6% to 7% higher (in relation to total homes) than in Great Britain as a whole. Example: Estimates for September 1956 indicated that 47.4% (or 3,683,000) of all homes in the ITA areas had television sets, as against the 41.6% reported for Great Britain as a whole.

Home Viewing About Same

While British set ownership has gained steadily, the average viewing time per home has changed little. As a "brief, general answer," the Nielsen booklet reports that the average tv home in Britain watches television "from three to five hours a day." But breakdowns on viewing in the three principal ITA-BBC cities show it generally to be well under five hours—in September in London, for example, weekday viewing per home per day is shown as 3.1 hours, as against 3.0 in September 1955; in Birmingham, where ITA has been operating a shorter time, it was 3.6 as against 4.4 in February, and in Manchester, newest ITA area, 3.4 against 3.5 in May.

In the U. S., Nielsen figures show viewing averaged 4.43 hours per home during September (based on a seven-day week computation), and Nielsen authorities report that in other months of the year U. S. viewing per weekday runs one to two hours over the figures for London, which went from September 1955's 3.0 hours per home per weekday to a high of 4.3 in February and since then have ranged between 3.0 and 3.5.

The September data in *Measuring Up* makes it clear that "in every area, both on weekends and weekdays, in homes able to receive both services, viewing to [independent television] is between two and three times as great as viewing to BBC and, indeed, occasionally exceeds this ratio." In London in September, for instance, the average home spent 2.3 hours per weekday watching ITA, as against 0.8 hours with BBC.

The study shows that "women tend to predominate" in the commercial tv audience. A Nielsen study in London during July showed that children form the biggest blocks between 4 and 6 p.m. (41% of the audience between 4 and 5 p.m., 48% between 5 and 6 p.m.), but women lead from then on, rising from 42% of the 7-8 o'clock audience to 47% between 10 and 11 o'clock. Men comprise 36% of the audience at 7-8 p.m. and gradually increase to 45% at 10-11 p.m.

Consumer Products Dominate

More than 60% of all commercial time in the three areas—London, Birmingham and Manchester—is sponsored by general consumer goods. In London, for instance, household commodities were represented in 20% of the total commercials delivered; beverages in 16%, food in 14%, and toilet preparations in 11%. Substantially the same pattern was found in the two other areas, although "food" edged out "household commodities" for first place in Manchester. (Comparable data for the U. S., according to Nielsen spokesmen, is not available for publication).

Measuring Up shows the 15-second spot to have gradually established itself as the most frequently used commercial length in the London area and the booklet points out that "the same trend is noticeable in the shorter experience of Birmingham and Manchester, especially Manchester." In London a year ago, 60-second announcements represented 33% of the commercials; 30-second spots represented 26%; 15-second spots, 18%; 7-second spots, 9%, and other lengths, 14%. For June-August 1956, the 15-second length was first with 30%; 30-second spots were next with 27%; 60-second spots had dropped to 16%; 7-second announcements represented 11% and all others totaled 16%.

More People Listen MORE to WAPI
BIRMINGHAM
THE Voice OF ALABAMA
John Blair & Co

Regular Programming Begun By CHEK-TV Victoria, B. C.

CHEK-TV Victoria, B. C., was scheduled to begin regular programming Saturday on ch. 6 with 1.8 kw video power. The station will be on the air eight hours daily, carrying three hours of network shows, an equal amount of syndicated films and two hours of local live programs.

The station occupies a new $90,000 building covering 6,950 sq. ft., and the main studio has an area of 3,000 sq. ft. CHEK-TV will be able to carry live network shows via a microwave link.

The ch. 6 outlet is headed by David M. Armstrong, owner-manager of CKDA Victoria. Other officers include Vice President-General Manager Charles R. White, former manager of KLEW-TV Lewiston, Idaho; Secretary-Treasurer Dr. M. M. Mathisen; Sales Manager Doug W. Keough, former sales manager of CJLH-TV Lethbridge, Alta.; Program Director Robert Hallock, who formerly held the same position with KLEW-TV, and Promotion Director Harry O. Watts, formerly with CKY Winnipeg, Man.

An affiliate of CBC, CHEK-TV is represented by Tv Reps. Ltd. and Forjoe and has a highest one-time hourly rate of $210.

Bavarian Radio's Commercial Tv Questioned in Bundestag Inquiry

A GROUP of 16 Bonn Bundestag (lower house) delegates have prepared an inquiry to the government concerning the recent introduction of commercial television. Inquiry is scheduled to be discussed in the Bundestag shortly.

Introduction by Bavarian Radio and Radio Free Berlin of commercial segments into their otherwise non-commercial schedules has met fierce opposition from various quarters as existing stations are not privately-owned and have a monopoly in broadcasting.

The group which has drafted the inquiry is doubting Bavarian Radio's right to use its facilities for commercial purposes. The claim is based upon a legal regulation which forbids relay lines (operated in Germany by postal authorities) to be used for commercial purposes without express sanction from the Government. Latter was, however, neither requested nor granted.

Second part of the inquiry deals with the "legal instability" which is noted in German Broadcasting. German Government is requested in the inquiry to create a clear legal situation in the broadcasting field by having Bonn officials either sanction the commercial operations of the existing monopoly stations, take commercial tv away from them and give to a future net of private stations or forbid commercial broadcasting altogether.

Bavarian Commercial Tv Begins

THE COMMERCIAL segment in Bavarian Radio's schedule operation registered approximately 55% of Bavaria's tv homes tuned in to the program during its first week of operation. According to Infratest, German rating service, cost per thousand viewers for the 30-second commercials the first night of commercial tv in Bavaria was the equivalent of about $4.75 in U. S. money. Cost per thousand sets reached was $13.33. Costs went up at the second night to $5.95 and $16.20, respectively. Commercials are confined to start and end of the 30-minute commercial slot in BR's schedule. Programs range from German version of *$64,000 Question* (only $1,400 in Bavaria) to sports and detective drama.

British Order Ampex Recorders

LONDON'S Commercial Television News reports that Ampex's video tape recorder will be utilized in British television. According to the newspaper, both Assoc. Rediffusion Ltd. and British Broadcasting Corp. have ordered sets from Ampex costing $75,000 each. Bill Cheevers, A-R chief engineer, plans a trip to the U. S. next month to see the video tape in action.

INTERNATIONAL PEOPLE

Major James Baxter, chairman of board, McKim Adv. Ltd., Toronto, retired. Mr. Baxter has been in advertising business for past 40 years.

INTERNATIONAL SHORTS

Nestle (Canada) Ltd., Toronto, Ontario, has appointed F. H. Hayhurst & Co. Ltd., Toronto and Montreal, to handle nine of its food products, and E. W. Reynolds Ltd., Toronto, to handle five.

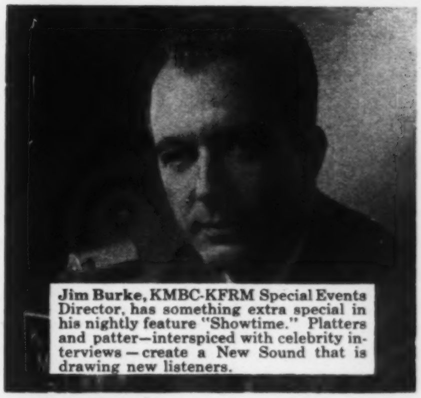
CKSF Cornwall, Ontario, has issued rate card No. 12, effective Jan. 1 with base of $60 for one hour class A time.

Broadcast Advertising Bureau, Toronto, Ontario, mailing to automobile dealers brochure pointing out size of Canadian radio audience as prospective car buyers. Promotion emphasizes number of radio listeners who listen while they drive.

WEVD AM FM

4 Reasons Why
The foremost national and local advertisers use WEVD year after year to reach the vast
Jewish Market
of Metropolitan New York
1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of
"WHO'S WHO ON WEVD"
Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19


Jim Burke, KMBC-KFRM Special Events Director, has something extra special in his nightly feature "Showtime." Platters and patter—interspiced with celebrity interviews—create a New Sound that is drawing new listeners.

LISTEN the New Sound of
KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC *of Kansas City*
KFRM *for the State of Kansas*
1st *in the Heart of America*

WHBF
coverage area has
1,102,500
people who spend
$1,339,059,000.
(Total retail sales. (S. M. Buying Power))

CBS FOR THE

QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

HE'S "DOING A FINE JOB" FOR OSCAR MAYER IN CHICAGO, MILWAUKEE,

and other midwest markets

117 half hour TV films
Complete sponsor list and other data on request.

ABC FILM SYNDICATION

10 E. 44th St., New York 17, OXford 7-5880

duPont Awards

DEADLINE

December 31 is the final date for forwarding presentations in support of nominations for the 1956 radio and television awards of the Alfred I. duPont Awards Foundation.

Presentations should be addressed to the Curator, Alfred I. duPont Awards Foundation, Washington and Lee University, Lexington, Virginia.

IN THE PUBLIC INTEREST

Aid to Civil Defense Education Given by Los Angeles Stations

EIGHTEEN area radio stations and the seven Los Angeles tv stations are aiding the Los Angeles City Office of Civil Defense in educating the public to civil defense.

In addition to making a strong pitch for a locally-produced brochure, "Stay Alive," the broadcasters are informing the public as to the "sound" and meaning of attack warning sirens, a strong departure from the general policy of the past, which forbade the use of emergency sirens on the air. Maurie Webster, director of operations for KNX and the Columbia Pacific Radio Network and chairman of the Southern California Broadcasters Assn. Civil Defense Committee, said that "lead-ins" to prevent any "scare" are included in the warning transcriptions.

In addition to donating substantial amounts of air time, the stations have backed the civil defense campaign production-wise. Frank Goss of KNX and Pat Bishop of KFI recorded 30 anouncements for radio and filmed five spots for tv. KABC-AM-TV provided studio facilities and NBC the sound effects. The spots cover such subjects as action to be taken after the warning sounds, the contents of emergency food supplies and use of the family car in an emergency.

WHAS-AM-TV Show Distributes 31 Grants to Charitable Groups

THIRTY-ONE Crusade for Children grants were distributed to charitable organizations in Kentucky and Southern Indiana in a special broadcast a fortnight ago by WHAS-AM-TV Louisville, Ky., entitled "Crusade Report."

This year's Crusade for Children was staged in Louisville on Sept. 22 by means of 16-hour tv and radio marathon, and contributions totaled $187,060. To the net proceeds was added $5,959 in saving from previous grants.

As a result, Kentucky agencies received a total of $152,185 in grants and Indiana agencies got $12,404. The Welfare Funds of Theatre Authority received a donation of $12,867 under the required agreement that governed the appearance of visiting performers and $15,561 went for program expenses.

Tv Filmed Programs Double Their Public Service Spots

TWICE as many filmed tv programs produced by Hollywood for network exposure have public service spots this year as before, the Advertising Council reported Monday at a West Coast meeting to encourage even wider support of council campaigns. The mechanics of film shows, particularly syndicated packages with multiple sponsors, provide the biggest problems since the pattern for live tv and radio has been perfected, it was acknowledged.

The conference, attended by Hollywood radio-tv agency executives, network officials and producers, heard James Lambie Jr., special assistant to the White House, relate the importance of the voluntary campaigns to the U. S. government and the desirable effect this all-industry cooperation has had in reducing any need for the government itself to enter the mass communication business as a commercial customer.

Edwin W. Ebel, vice president in charge of advertising and consumer relations for General Foods Corp. and chairman of the council's radio-tv committee, announced the selection of Walter Bunker, vice president of Young & Rubicam, Hollywood, as chairman of the Hollywood radio-tv committee succeeding Frederic W. Wile Jr, former program vice president of NBC Pacific Div. Success of the "Register and Vote" campaign and other drives receiving heavy support from broadcasters and sponsors was related by Gordon C. Kinney, radio-tv director, and Robert Coleson, Pacific Coast representative, both Advertising Council.

During discussion to widen the exposure of Advertising Council messages, Wayne Tiss, manager of BBDO's Hollywood office, noted radio's growing audience and warned against overlooking the medium in the tv rush. He suggested mailing materials directly to disc jockeys in addition to normal station mailings.

Holman Again to Head Crusade

EUGENE HOLMAN, board chairman, Standard Oil Co. of New Jersey, has accepted the chairmanship of the Crusade for Freedom, parent organization of Radio Free Europe, for the second year. Arthur W. Page, director and former vice president of American Telephone & Telegraph Co., was elected president, succeeding William A. Greene who has resigned. Elected executive vice president of Crusade for Freedom was John M. Patterson, a former U. S. State Dept. official, and more recently an official of Colonial Williamsburg Inc.

CARE Seeks Ad Council Support

THE Advertising Council last week was asked to support a $2 million campaign to aid refugees and victims of the Hungarian revolt, by Cooperative for American Remittances to Everywhere Inc. (CARE). In effect, CARE asked the council to lend its weight to the charitable organization's drive to make CARE packages available inside Hungary proper. First internal Hungarian distribution of food parcels was made Thanksgiving Day, and subsequent aid in the form of food and clothing is being extended daily in Austrian and Yugoslav refugee centers. The campaign will mark the first time in seven years that CARE has gone behind the Iron Curtain.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS

50 EAST 58th STREET
NEW YORK 22, N. Y.
EL 5-0405

All Inquiries Confidential

11 U.S. Stations Cited By AP For News Work

ELEVEN U. S. broadcasting stations have been cited by the Associated Press for providing "many early tips and follow-ups . . . [and] producing outstanding beats."

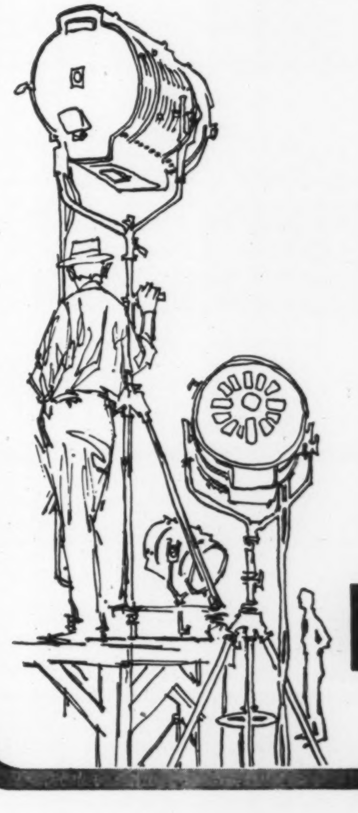
At an annual AP Managing Editors Assn. in Philadelphia, last month, these stations were among the AP members receiving citations, awarded annually to those "who go far beyond the usual obligations of membership to supply AP with news and pictures." In making the awards, A. M. Glassberg, chairman of the APME Citations Committee and an executive of the Everett, Wash., *Herald,* noted that one-sixth of the 1956 awards went to broadcasters. He asked, "is there cooperation between radio stations, tv stations and newspapers? The answer is in the affirmative . . . such cooperation reached a new high this year."

Those cited included:

- KDDD Dumas, Tex., and KFDA-AM-TV Amarillo, Tex., for providing sufficient information on the Dumas, Tex., explosion, permitting AP to score a news beat. Mentioned were KFDA-AM-TV news director Jack James and KDDD's Les Sabo.
- KICD Spencer, Iowa, in cooperation with the Spencer *Daily Reporter* for "achieving a victory for the right to know," that is arousing sufficient community sentiment opening to the public, sessions of the Spencer City Council, and sharing this enterprise with AP members.
- WSVA Harrisonburg, Va., for covering the death of Sen. Alben W. Barkley during his speech at a mock Democratic Party convention and making a tape recording of his last words available to AP members. Mentioned for "exceptional work:" WSVA news director Wip Robinson.
- KAGH Crosett, Ark., and owner-manager Julian Haas for "alertness in the station's own area and awareness of AP needs" in the shooting of a Louisiana state trooper and the death of four in a highway accident.
- WCTW (FM) New Castle, Ind., in cooperation with the *Courier-Times,* owner-operator, for scoring a 40-minute beat on the rioting at the Perfect Circle Corp., and feeding the story on successive days to AP members. Mentioned: WCTW's news director Jamie Cunningham and manager Howard A. White.
- KSCO Santa Cruz, Calif., KUHM Eureka, Calif., and KMYC Marysville, Calif., for "extraordinary service" on the

BRONSON HONORED

EDWARD H. BRONSON, NARTB tv code affairs director, was named Catholic Man-of-the-Month for December by National Council of Catholic Men. Announcement was made in *Catholic Men,* council's official publication. Award was made for "an excellent job in a tough assignment."



The Biggest "MALE" PULL in Detroit!

DANCE PARTY

FAN CLUBS

CELEBRITY INTERVIEWS

TEEN AGE HOST

BUD DAVIES draws crowds wherever he goes . . . whatever he does. And on **CKLW** radio and **CKLW-TV** he receives hundreds of letters each day requesting everything from a fan club card to the products he advertises. Bud's 'teen ager audience influences the buying of everything from charm bracelets, to home improvements, to soft drinks, in the Detroit market. If you want to sell it . . . let Bud tell it.

CKLW-TV
Channel 9
325,000 Watts

CKLW
800 KC
50,000 Watts

GUARDIAN BLDG. • DETROIT 26, MICH.
ADAM YOUNG, INC. *National Representative*

expert **tv** lighting

low cost . . .

flexible

One of the largest suppliers of temporary lighting facilities anywhere in the U. S. and Canada.

Rental equipment Service includes installation and removal at one low cost.

free estimates

Write for Free Catalog of Equipment

JACK A. FROST

Department BT
234 Piquette Ave.
Detroit 2, Michigan

"Sheena"
BEATS COMPETITION BY 195% IN COLUMBUS
Details upon request
Source: ARB
ABC FILM SYNDICATION
10 E. 44th St., New York 17, OXford 7-5880

1955 California floods. Mentioned: KSCO news director Gloria Lorenzo, KMYC program director Bill Cleveland, and KUHM program-news director Frank Brown.

- KGW Portland, Ore., in cooperation with the *Portland Oregonian* and *Oregon Journal,* for keeping a steady flow of details and photographic coverage coming to AP members of the amateur mountain climbing disaster atop Mt. Hood in the summer of 1955 that accounted for the loss of several teenagers.
- WTMJ-AM-TV Milwaukee in cooperation with the *Milwaukee Journal* "for the alertness of WTMJ's Ross Brewender and the *Journal's* Harry Hill" in supplying information and pictures on the Lake Michigan dredge disaster to AP members.

National Safety Council Seeks Radio-Tv Safety Award Entries

ENTRIES for non-competitive public interest awards to radio-tv networks and stations and other public information media for "exceptional service to safety" last year are being accepted by the National Safety Council.

Deadline for entries has been advanced to Feb. 1, 1957, to speed up issuance of awards for radio-tv networks and stations and for five other categories: advertisers, daily and weekly newspapers and syndicates. consumer and trade magazines, outdoor and transportation advertising companies. Blanks may be obtained from the council at 425 N. Michigan Ave., Chicago, and entries may be self-made or submitted by any "logically associated group or individual." Awards probably will be announced next April. A board of judges will be set up for radio-tv-advertiser groups.

Simultaneously, the council announced that, at the request of the Alfred P. Sloan Foundation, it will again administer the Sloan Radio-Tv Awards for highway safety, selected by a jury from among recipients of public interest certificates in the radio-tv-advertiser categories. They are expected to be announced next May. Blanks may be obtained from NSC.

Another set of awards, for farm safety, were presented to radio-tv stations and farm newspapers during the National Assn. of Television and Radio Farm Directors' annual convention in Chicago [B•T, Nov. 26].

WDBJ Roanoke, WRAD Radford Win Virginia's Freeman Awards

WDBJ Roanoke and WRAD Radford are winners of the Douglas Southall Freeman awards for public service through radio journalism presented Virginia stations by the Virginia Associated Press Broadcasters Assn. Presentations were made at the associations semi-annual meeting at Roanoke a fortnight ago.

WDBJ received the award in the metropolitan station class for its 15-minute Saturday night shows explaining to its audience the report of the Virginia Public Education (Gray) Commission. WRAD won in the non-metropolitan class with a series of public service entries.

EXECUTIVE vice president of KFH Wichita, Kan., since 1929, Marcellus M. Murdock receives a service pin from John Rigby, of Beverly Hills, Calif., company president, at the organization's board of directors' meeting a fortnight ago. With them (l) is Frederick Bullard, of Tucson, Ariz., a director. Mr. Rigby has been president of KFH since he founded the broadcasting company in 1925.

AWARD SHORTS

Tom Chauncey, executive vice president-general manager, KOOL-AM-TV Phoenix, Ariz., awarded document by Gov. Ernest W. McFarland for "KOOL-TV's news service and its excellent coverage" of statewide events.

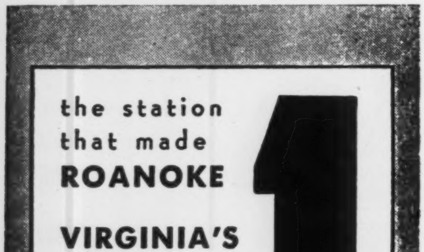
James H. Connolly, vice president-general manager, KGO-AM-TV San Francisco, received citation from Redwood Empire Assn. for having "contributed materially to the progressive development of Redwood Empire, both sides of the Golden Gate Bridge."

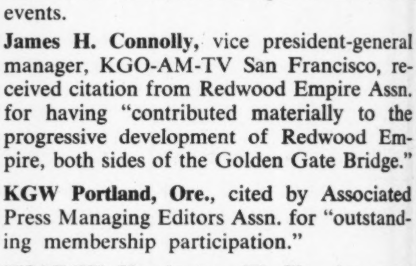
KGW Portland, Ore., cited by Associated Press Managing Editors Assn. for "outstanding membership participation."

WSAZ-TV Huntington, W. Va., has won Wiedemann Award for 1956 given by Wiedemann Brewing Co. for station's "outstanding merchandising service."

WWVA Wheeling, W. Va, honored by local Community Chest at a luncheon for "successful conclusion of its silver anniversary drive for funds" in that area.

Jay E. Raeben, writer for ABC-TV's *Medical Horizons* received Russell L. Cecil Award for Science Writing in Rheumatic Diseases for his script, "Arthritis, The Sly Crippler."


the station that made ROANOKE
VIRGINIA'S NO. 1 TV MARKET
73.2% station share of sets . . . (ARB)
WSLS-TV
CHANNEL 10
ROANOKE, VA.
NBC
Represented Nationally—Avery-Knodel, Inc.


in BATON ROUGE the OK Negro Radio Buy is WXOK

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

December 1956

Total U. S. Stations on Air: 490
(Commercial: 468; Educational: 22)
Total Cities with Tv Stations: 310
Total Tv Homes: 35,495,330
(Advertising Research Foundation, March, 1956)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
► WAIQ (*2)
BIRMINGHAM—
► WABT (13) NBC, ABC; Blair; 370,000; N; $800
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; 370,000; N; $850
WJLN-TV (48) 12/10/52-Unknown
DECATUR—
► WMSL-TV (23) NBC, CBS; McGillvra; 32,500; $150
DOTHAN—
► WTVY (9) CBS, ABC; Young; 42,500; N; $150
MOBILE—
► WALA-TV (10) NBC, ABC; H-R; 192,000; N; $450
► WKRG-TV (5) CBS; Avery-Knodel; 167,000; N; $450
MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Raymer; 78.600; N; $200
► WSFA-TV (12) NBC; Katz; 146,969; N; $450
MUNFORD†—
► WTIQ (*7)
SELMA†—
WSLA (8) 2/52/54-Unknown

ARIZONA

FLAGSTAFF—
KOLF-TV (9) 5/29/56-Unknown
MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; 148,880; N; $450
PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
► KPHO-TV (5) Katz; 146,090; N; $450
► KTVK (3) ABC; Weed; 175,000; N, LF, LS; $400
TUCSON—
► KDWI-TV (9) Headley-Reed; 69,500; N, LF, LS; $300
► KOPO-TV (13) CBS; Hollingbery; 58,839; $300
► KVOA-TV (4) NBC, ABC; Branham; 58,829; N; $300
YUMA—
► KIVA (11) CBS, NBC; Raymer; 30,000; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
► KRBB (10) NBC, ABC; Pearson; 55,000; $200
FORT SMITH—
► KFSA-TV (22) NBC, ABC; Pearson; 40,600; $200
► KNAC-TV (5) H-R
HOT SPRINGS—
KSPS (9) 2/16/56-Unknown
JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
LITTLE ROCK—
► KARK-TV (4) NBC; Petry; 159,904; N; $450
► KTHV (11) CBS; Branham; 160,322; N; $450
► KATV (7) (See Pine Bluff)
PINE BLUFF—
► KATV (7) ABC; Avery-Knodel; 160,080; N; $450
TEXARKANA—
► KCMC-TV (6) (See Texarkana, Tex.)

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) ABC, CBS; Weed; 100,000; $300
► KERO-TV (10) NBC; Hollingbery; 154,720; N; $500
BERKELEY (SAN FRANCISCO)—
► KQED (*9)
CHICO—
► KHSL-TV (12) CBS, ABC; Avery-Knodel; 70,900; $250
CORONA†—
KCOA (52) 9/16/53-Unknown
EUREKA
► KIEM-TV (3) CBS, ABC, NBC; Blair Tv Assoc.; 35,000; $250
FRESNO—
► KFRE-TV (12) CBS; Blair; 252,300; N, LF, LS; $650
► KJEO (47) ABC; Branham; 178,000; N, LL, LS; $500
► KMJ-TV (24) NBC; Raymer; 178,000; N, LF, LS; $550
► KVVG (27) (See Tulare, Calif.)
KBID-TV (53) See footnote
LOS ANGELES
► KABC-TV (7) ABC; Katz; 2,580,884; $2,000
► KCOP (13) Petry; 2,580,884; $1,250
► KHJ-TV (9) H-R; 2,580,884; N; $1,500
► KNXT (2) CBS; CBS Spot Sls.; 2,580,884; N, LS, LF, LL; $3,200
► KRCA (4) NBC; NBC Spot Sls.; 2,580,884; N, LL, LS, LF; $3,600
► KTLA (5) Raymer; 2,580,884; N, LS, LF, LL; $1,500
► KTTV (11) Blair; 2,580,884; $2,000
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
OAKLAND (SAN FRANCISCO)—
Channel Two Inc. (2) Initial Decision 6/20/56
REDDING—
► KVIP (7) NBC; Branham; 65,000; N; $225
SACRAMENTO
► KBET-TV (10) CBS; H-R; 366,550; N, LF, LS; $700
► KCCC-TV (40) ABC; Weed; 160,000; $450
► KCRA-TV (3) NBC; Petry; 354,401; N, LF, LS; $750
KGMS-TV (46) 3/2/56-Unknown
SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; 349,924; N; $350
SAN DIEGO—
► KFMB-TV (8) CBS; Petry; 449,928; N; $900
► KFSD-TV (10) NBC; Katz; 400,000; N; $800
SAN FRANCISCO—
► KGO-TV (7) ABC; Blair; 1,263,097; $1,700
► KPIX-TV (5) CBS; Katz; 1,263,097; N, LF, LS; $1,700
► KRON-TV (4) NBC; Peters, Griffin, Woodward; 1,263,097; N. LS, LF, LL; $1,500.
► KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown
SAN JOSE†—
► KNTV (11) Bolling; 140,000; $250
SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS; H-R; 102,966; $200
SANTA BARBARA—
► KEYT (3) NBC, ABC, CBS; Hollingbery; 227,918; $450
STOCKTON†—
► KOVR (13) 1,131,891; $800
TULARE—
► KVVG (27) Bernard; 150,000; $325

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; 68,820; $250
► KRDO-TV (13) NBC; Pearson; 44,000; $175
DENVER—
► KBTV (9) ABC; Peters, Griffin, Woodward; 399,864; $650
► KLZ-TV (7) CBS; Katz; 399,864; N; $750
► KOA-TV (4) NBC; NBC Spot Sls.; 399,864; N; $650
► KRMA-TV (*6)
► KTVR (2) Blair Tv Assoc.; 399,854; N; $500
GRAND JUNCTION†—
► KREX-TV (5) NBC, CBS, ABC; Holman; 19,205; $120
MONTROSE—
► KFXJ-TV (10) (Satellite of KREX-TV Grand Junction)
PUEBLO—
► KCSJ-TV (5) NBC; Pearson; 56,312; $155

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CONNECTICUT

BRIDGEPORT—
► WICC (43) ABC; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
► WHCT (18) CBS; CBS Spot Sls.; 351,581; $650
WCHF (*24) 1/29/53-Unknown
WTIC-TV (3) 7/25/56 (construction prohibited until completion of deintermixture rulemaking)
NEW BRITAIN—
► WKNB-TV (30) NBC; Bolling; $373,596; N; $600
NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $300
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
► WATR-TV (53) ABC; Stuart; 217,554; $200

DELAWARE

WILMINGTON—
► WPFH (12) Raymer; 2,051,000; N; LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; H-R; $1,200
► WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 644,000; N, LF, LS; $1,800
► WTTG (5) Weed; 700,000; $600
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
► WESH-TV (2) Petry; 60,000; N; $200
FORT LAUDERDALE—
► WITV (17) ABC; Forjoe; 386,000; $500
FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 23.500; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
► WJHP-TV (36) NBC, ABC; Petry; 107,750; N; $300
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 246,384; N; $750
WQIK-TV (30) Stars National; 8/12/53-Unknown
WFGA-TV (12) 8/31/56; Unknown
MIAMI—
► WCKT (7) NBC; NBC Spot Sls.; 376,000; N, LF, LS; $950
► WGBS-TV (23) CBS; Katz; 278,869; N; $350
► WTHS-TV (*2)
► WTVJ (4) CBS; Peters, Griffin, Woodward; 380,000; N, LL, LF, LS; $1,000
► WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
MIAMI BEACH—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC; Blair Tv Assoc.; 173,692; N; $300
WEAL-TV (18) 9/21/55-Unknown
WORZ Inc. (9) Initial Decision 8/10/55
PANAMA CITY—
► WJDM (7) ABC, CBS, NBC; Hollingbery; 30,100; $150
PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 174,500; N; $300
WPFA-TV (15) See footnote
ST. PETERSBURG—
► WSUN-TV (38) ABC; Venard; 215,500; $400
TAMPA—
► WFLA-TV (8) NBC; Blair; 340,000; N, LF, LS; $600
► WTVT (13) CBS; Katz; 330,000; N, LF, LS; $600
WEST PALM BEACH—
► WEAT-TV (12) ABC, CBS; H-R; 90,000; $225
► WPTV (5) NBC, CBS; Venard; 95,000; $275
WIRK-TV (21) See footnote

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC; Venard; 45,000; $200

B·T TELESTATUS

ATHENS†—
WGTV (*8) 9/5/56-Unknown

ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LS, LF; $1,000
► WLWA (11) ABC; WLW Sales; 558,000; $900
► WSB-TV (2) NBC; Petry; 572,430; N, LS, LF; $1,000
WETV (*30) 3/21/56-Unknown
WATL-TV (36) See footnote

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 211,506; N; $300
► WRDW-TV (12) CBS; Branham; 182,100; $300

COLUMBUS—
► WDAK-TV (28) NBC, ABC; Headley-Reed; 136,959; N; $300
► WRBL-TV (4) CBS, ABC; Hollingbery; 186,407; N; $400

MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 117,778; N; $300

ROME†—
► WROM-TV (9) McGillvra; 174,330; $150

SAVANNAH—
► WSAV-TV (3) NBC, ABC; Blair Tv Assoc.; 150,501; N; $275
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 153,352; N; $300

THOMASVILLE (TALLAHASSEE, FLA.)—
► WCTV (6) NBC, CBS, ABC; Blair Tv Assoc.; 85,169; $250

IDAHO

BOISE†—
► KBOI-TV (2) CBS, ABC; Peters, Griffin, Woodward; 67,525; $250
► KIDO-TV (7) ABC, NBC; Blair Tv Assoc.; 85,000; N; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 55,021; $200

LEWISTON†—
► KLEW-TV (3) CBS, ABC, NBC; Weed; 21,000; $150 (satellite of KIMA-TV Yakima, Wash.)

POCATELLO†—
KSEI-TV (6) 4/25/56-Unknown

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 21,000; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) ABC; McGillvra; 54,000; $120

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 403,370; N; $800

CHICAGO—
► WBBM-TV (2) CBS; CBS Spot Sls.; 2,397,500; N; $3,900
► WBKB (7) ABC; Blair; 2,397,500; $2,400
► WGN-TV (9) Petry; 2,397,500; N, LF, LS; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; 2,397,500; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150

DECATUR—
► WTVP (17) ABC; Bolling; 190,000; $350

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $475
► WTVH (19) CBS, ABC; Petry; 244,420; N; $450
WIRL-TV (8) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.)

QUINCY (HANNIBAL, MO.)—
► WGEM-TV (10) NBC, ABC; Young; 153,000; N; $250
► KHQA-TV (7) See Hannibal, Mo.

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 317,420; N; $800

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 278,004; N; $450
► WTVO (39) NBC; Headley-Reed; 116,000; $250

SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
WMAY-TV (2) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.) Pearson

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown

BLOOMINGTON—
► WTTV (4) ABC; Meeker; 523,825; N; $1,000

ELKHART (SOUTH BEND)—
► WSJV (52) ABC; H-R; 215,814; $300

EVANSVILLE—
► WFIE (62) NBC, ABC; Venard; 140,000; N; $350
► WEHT (50) See Henderson, Ky.
► WTVW (7) ABC; Hollingbery; 175,200; $450

FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 164,364; N; $450
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 702,000; N, LL, LF, LS; $1,200
►WISH-TV (8) CBS; Bolling; 660,000; N, LF, LS; $1,200
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE—
► WFAM-TV (59) CBS, NBC; Rambeau; 115,900; N; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

ROANOKE—
WPTA (21) 9/6/56-Unknown; Meeker

SOUTH BEND (ELKHART)—
► WNDU-TV (46) NBC; Petry; 186,000; N; $500
► WSBT-TV (34) CBS; Raymer; 206,363; N; $400

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 251,970; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $400

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 325,000; N; $500

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Blair Tv Assoc.; 325,977; N; $350
► WMT-TV (2) CBS; Katz; 221,795; N; $625

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; 317,902; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $700
► WHO-TV (13) NBC; Peters, Griffin, Woodward; 294,000; N, LF, LS; $700
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150

MASON CITY—
► KGLO-TV (3) CBS; Weed; 135,932; $350

OTTUMWA—
► KTVO (3) (See Kirksville, Mo.)

SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 204,317; N; $350
► KVTV (9) CBS, ABC; Katz; 179,521; N; $425

WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; 324,866; N; $500

KANSAS

ENSIGN—
KTVC (6) 1/25/56-Jan. 15; $100

GOODLAND†—
► KWGB-TV (10) $200

GREAT BEND—
► KCKT (2) NBC; Bolling; 176,097; N, LS; $250

HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; 210,724; N; $575
► KAKE-TV (10) See Wichita
► KARD-TV (3) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 161,851; $300

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper; 586,022; N; $550

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) NBC; Petry; 265,430; N, LL, LF, LS; $550
► KTVH (12) See Hutchinson
KEDD (16) See footnote

KENTUCKY

ASHLAND†—
WALN-TV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Young; 150,000; N; $400

LEXINGTON†—
► WLEX-TV (18) NBC, ABC, CBS; Bolling; $190
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,966; N; $1,025
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $1,000
WQXL-TV (41) Forjoe; 1/15/53-Unknown
WKLO-TV (21) See footnote

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

OWENSBORO—
WKYT (14) 3/14/56-Unknown

PADUCAH†—
WKYB-TV (6) 11/14/56-Unknown

LOUISIANA

ALEXANDRIA—
► KALB-TV (5) NBC, ABC, CBS; Weed; 136,400; $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Blair Tv Assoc.; 104,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 196,860; N; $300
WCNS (40) 7/19/56-July

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 72,000; $200

LAKE CHARLES
► KPLC-TV (7) NBC, ABC; Weed; 103,005; $250
► KTAG (25) CBS; Young; 68,648; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 305,000; N; $400
KLSE (*13) 12/14/55-December

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; 407,884; N, LF, LL; $900
► WJMR-TV (20) CBS, ABC; Weed; 157,782; N; $300
WCKG (26) Gill-Perna; 4/2/53-Unknown
WWEZ-TV (32) 9/26/56-Unknown
WWL-TV (4) 7/13/56 (Construction prohibited until completion of deintermixture rule making.)
WYES (*8) 2/17/56-February

SHREVEPORT—
► KSLA-TV (12) CBS, ABC; Raymer; N; 170,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 239,695; N; $500

MAINE

AUGUSTA—
Pine Tree Telecasting Corp. (10) 11/14/56-Unknown

BANGOR—
► WABI-TV (5) ABC, NBC; Hollingbery; 96,000; N; $300
► WTWO (2) CBS; Venard; $300

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) CBS, ABC; Harrington, Righter & Parsons; 250,000; $400

PORTLAND—
► WCSH-TV (6) NBC; Weed; 190,200; N; $400
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $400

PRESQUE ISLE—
► WAGM-TV (8) CBS; Venard; $150

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Harrington, Righter & Parsons; 702,606; $1,275
► WBAL-TV (11) NBC; Petry; 702,606; N, LL, LS, LF; $1,500
► WMAR-TV (2) CBS; Katz; 702,606; N, LF, LS; $1,500
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 56,590; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward; 1,420,106; N, LS, LF; $2,250
► WGBH-TV (*2) N, LL, LF, LS
► WNAC-TV (7) CBS, ABC; H-R; 1,420,106; N; $2,600
► WMUR-TV (9) (See Manchester, N. H.)
WXEL (38) 10/12/55-Unknown
WJDW (44) 3/12/53-Unknown
Greater Boston Tv Corp. (5) Initial Decision 1/4/56

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
WTAO-TV (56) See footnote

GREENFIELD—
WRLP (58) 7/5/56-January (Satellite of WWLP Springfield, Mass.)

PITTSFIELD†—
WMGT (19) ABC; Walker; $250 (Temporarily off air because of wind damage.)

SPRINGFIELD—
► WHYN-TV (55) CBS; Branham; 225,000; N; $400
► WWLP (22) NBC, ABC; Hollingbery; 230,000; N LS; $600

WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; 31,000; $150
WUOM-TV (*26) 11/4/53-Unknown

New Tv Stations

THE following tv stations started regular programming within the past month:

CHEK-TV (ch. 6) Victoria, B. C.; KICA-TV (ch. 12) Clovis, N. M.; KNAC-TV (ch. 5) Ft. Smith, Ark., and KWGB-TV (ch. 10) Goodland, Kan.

BAY CITY (MIDLAND, SAGINAW)—
▶ WNEM-TV (5) NBC, ABC; Headley-Reed; 580,536; N, LF, LS; $690

CADILLAC—
▶ WWTV (13) CBS, ABC; Weed; 388,305; $300

DETROIT—
▶ WJBK-TV (2) CBS; Katz, 1,600,000; N, LL; $2,200
▶ WTVS (*56)
▶ WWJ-TV (4) NBC; Peters, Griffin, Woodward; 1,600,000; N, LF, LS; $2,400
▶ WXYZ-TV (7) ABC; Blair; 1,600,000; N; $1,800
▶ CKLW-TV (9) CBC; Young; 1,568,000; $1,100 (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
▶ WKAR-TV (*60)

FLINT†—
WJRT (12) 5/12/54-Unknown

GRAND RAPIDS—
▶ WOOD-TV (8) NBC, ABC; Katz; 583,788; N; **$1,175**
WMCM (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
▶ WKZO-TV (3) CBS, ABC; Avery-Knodel; 602,760; N; $1,100

LANSING—
▶ WJIM-TV (6) NBC, CBS, ABC; Petry; 451,000; N; $1,000
WTOM-TV (54) See footnote

MARQUETTE†—
▶ **WDMJ-TV (6) Weed**

PORT HURON—
WHLS-TV (34) 11/14/56-Unknown

SAGINAW (BAY CITY, MIDLAND)
▶ **WKNX-TV (57) CBS, ABC; Gill-Perna; 160,000; N; $375**

TRAVERSE CITY—
▶ WPBN-TV (7) NBC; Holman; 61,002; $144

MINNESOTA

AUSTIN—
▶ KMMT (6) ABC; Avery-Knodel; 115,126; $200

DULUTH (SUPERIOR, WIS.)—
▶ **KDAL-TV (3) CBS, ABC; Avery-Knodel; 127,500; $400**
▶ **WDSM-TV (6) See Superior, Wis.**
WFTV (38) See footnote

MINNEAPOLIS-ST. PAUL—
▶ KMGM-TV (9) Branham; 632,000; $600
▶ KSTP-TV (5) NBC; Petry; 688,558; N, LS, LF; $1,550
▶ WCCO-TV (4) CBS; Peters, Griffin, Woodward; **N, LL; $1,475**
▶ WTCN-TV (11) ABC; Katz; 615,000; $800
KTCA (*2) 6/20/56-Unknown

ROCHESTER—
▶ KROC-TV (10) NBC, ABC; Meeker; 117,000; N; **$250**

MISSISSIPPI

BILOXI†—
WVMI (13) Initial Decision 6/5/56

COLUMBUS†—
▶ WCBI-TV (4) CBS, NBC; McGillvra; 45,000; $150

HATTIESBURG—
▶ WDAM-TV (9) NBC, ABC; Pearson; 68,000; N; $175

JACKSON—
▶ **WJTV (12) CBS, ABC; Katz; 155,000; $360**
▶ **WLBT (3) NBC; Hollingbery; 175,000; N; $360**

MERIDIAN—
▶ WTOK-TV (11) CBS, ABC, NBC; Headley-Reed; 84,216; N; $250
WCOC-TV (30) See footnote

TUPELO—
WTWV (9) NBC; Young; $150; December

MISSOURI

CAPE GIRARDEAU—
▶ **KFVS-TV (12) CBS, NBC; Headley-Reed; 155,400; N; $400**

COLUMBIA—
▶ KOMU-TV (8) NBC, ABC; H-R; 101,246; $250

HANNIBAL (QUINCY, ILL.)
▶ KHQA-TV (7) CBS; Weed; 149,060; N; $350
▶ **WGEM-TV (10) See Quincy, Ill.**

JEFFERSON CITY—
▶ KRCG (13) CBS, ABC; Blair Tv Assoc.; 104,000; $250

JOPLIN—
▶ KSWM-TV (12) CBS; Venard; 116,000; N; $250

KANSAS CITY—
▶ KCMO-TV (5) CBS; Katz; 600,268; N; $1,200
▶ **KMBC-TV (9) ABC; Peters, Griffin, Woodward;** 600,268; N, LS, LF, LL; $540 (half-hour)
▶ **WDAF-TV (4) NBC; Harrington, Righter &** Parsons; 600,268; N, LS, LF; $1,060

KIRKSVILLE—
▶ KTVO (3) CBS, NBC; Bolling; 222,954; N; $300

ST. JOSEPH—
▶ KFEQ-TV (2) CBS; Blair Tv Assoc.; 163,210; $350

ST. LOUIS—
▶ **KETC (*9)**
▶ KSD-TV (5) ABC, CBS, NBC; **NBC Spot Sls.;** 953,226; N, LS, LF; $1,200
▶ **KTVI (36) ABC, CBS; Weed; 422,422; $400**
▶ KWK-TV (4) **CBS, ABC; Katz; N; $1,500**

SEDALIA†—
▶ **KDRO-TV (6) Pearson; 57,000; $200**

SPRINGFIELD—
▶ **KTTS-TV (10) CBS; Weed; 111,146; N; $250**
▶ KYTV (3) NBC; Hollingbery; 108,396; N; $275

MONTANA

BILLINGS†—
▶ **KOOK-TV (2) CBS, ABC, NBC; Headley-Reed; 28,500; $150**
KGHL-TV (8) 11/23/55-Unknown

BUTTE†—
▶ **KXLF-TV (4) ABC; No estimate given; $100**

GREAT FALLS†—
▶ KFBB-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; 35,000; $150

KALISPELL†—
KGEZ-TV (8) Cooke; 7/19/56-Unknown

MISSOULA—
▶ KMSO-TV (13) CBS, ABC, NBC; Gill-Perna; 32,000; $150

NEBRASKA

HASTINGS—
▶ KHAS-TV (5) NBC; Weed; 80,180; N; $200

HAYES CENTER†—
▶ **KHPL-TV (6) (Satellite of KHOL-TV Holdrege)**

KEARNEY (HOLDREDGE)—
▶ KHOL-TV (13) CBS, ABC; Meeker; 125,000 (includes satellite KHPL-TV); N; $300

LINCOLN—
▶ **KOLN-TV (10) ABC, CBS; Avery-Knodel;** 156,319; $400
▶ **KUON-TV (*12)**

OMAHA—
▶ KMTV (3) NBC, ABC; Petry; 381,764; N, LL, LS, LF; **$900**
▶ WOW-TV (6) CBS; Blair; 381,764; N; $850
KETV (7) 4/27/56-Unknown

SCOTTSBLUFF†—
▶ KSTF (10) (Satellite KFBC-TV Cheyenne)

NEVADA

HENDERSON (LAS VEGAS)—
▶ **KLRJ-TV (2) NBC, ABC; Pearson; 30,000; N;** $225

LAS VEGAS—
▶ KLAS-TV (8) CBS; Weed; 35,000; $250
▶ **KLRJ-TV (2) See Henderson**
▶ **KSHO-TV (13) Forjoe; 27,900; $200**

RENO—
▶ KOLO-TV (8) CBS, ABC, NBC; Pearson; 54,010; $300
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER (BOSTON)—
▶ WMUR-TV (9) ABC (CBS, NBC per program basis); Forjoe; 1,127,959; $600

MT. WASHINGTON†—
▶ **WMTW (8) See Poland Spring, Me.**

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WOCN (52) 1/8/53-Unknown
WHTO-TV (46) See footnote

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
▶ **WATV (13) Fojoe; 4,730,000; $2,000**

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
▶ KGGM-TV (13) CBS; Weed; 77,643; N; $300
▶ KOAT-TV (7) ABC; Hollingbery; 87,774; N; $300
▶ KOB-TV (4) NBC; Branham; 77,643; N; $300

CARLSBAD—
▶ KAVE-TV (6) CBS; Branham; 30,000; $150

CLOVIS—
▶ KICA-TV (12) Pearson; $150

ROSWELL—
▶ **KSWS-TV (8) NBC, ABC, CBS; Meeker; 34,687; $250**

SANTA FE—
KVIT (2) 1/25/56-February

NEW YORK

ALBANY (SCHENECTADY, TROY)—
▶ **WCDA (41) CBS; Harrington, Righter & Par-Sons; 200,000; N; $400**
▶ WTRI (35) ABC; Venard; 180,000; $400
WPTR-TV (23) 6/10/53-Unknown
WTVZ (*17) 7/24/52-Unknown

BINGHAMTON—
▶ WNBF-TV (12) CBS, ABC, NBC; Blair; 441,430; N; $1,000
WINR-TV (40) 9/29/54-Unknown
WQTV (*46) 8/14/52-Unknown

BUFFALO—
▶ **WBEN-TV (4) CBS; Harrington, Righter &** Parsons; 551,954 (plus 663,448 Canadian coverage); N, LS, LF, LL; $950
▶ WBUF (17) NBC; NBC Spot Sls.; 178,100; N; $500
▶ WGR-TV (2) ABC; Peters, Griffin, Woodward; 551,871 (plus 585,607 Canadian coverage); $950
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52-Unknown
Great Lakes Tv Inc. (7) Initial Decision 1/31/56

CARTHAGE (WATERTOWN)—
▶ **WCNY-TV (7) CBS, ABC (NBC per program basis); Weed;** 80,000 (plus 118,840 Canadian **coverage); $200**

ELMIRA—
▶ **WTVE (24) ABC, NBC; Forjoe; 35,000; $150**
▶ WYSE-TV (18) NBC; Harrington, Righter & Parsons (Satellite WYSR-TV Syracuse)

HAGAMAN—
▶ **WCDB (29) (satellite WCDA Albany, N. Y.)**

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID (PLATTSBURG)—
▶ WPTZ (5) NBC, ABC; Blair Tv Assoc.; 150,000 (plus 350,000 Canadian coverage); $300

NEW YORK—
▶ WABC-TV (7) ABC; Blair; 4,730,000; $4,150
▶ WABD-TV (5) Weed; 4,730,000; N, LL, LF, LS **$2,200**
▶ **WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $8,000**
▶ WOR-TV (9) WOR-TV Sls.; 4,730,000; $2,000
▶ WPIX (11) Peters, Griffin, Woodward; 4,730,000; $2,000
▶ WRCA-TV (4) NBC; NBC Spot Sls; 4,730,000; N, LS, LF, LL; $9,200
▶ WATV (13) See Newark, N. J.
WREG (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
WKNY-TV (66) See footnote

ROCHESTER—
▶ WROC-TV (5) NBC, ABC; Hollingbery; 365,000 (plus 75,000 Canadian coverage); N; $800
▶ WHEC-TV (10) CBS, ABC; Everett-McKinney; 327,000; N; $700
▶ WVET-TV (10) CBS, ABC; Bolling; 327,000; N, LF, LS; $780
WCBF-TV (15) 5/10/53-Unknown
WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
▶ WRGB (6) NBC; NBC Spot Sls.; 503,000; N; $1,350

SYRACUSE—
▶ WHEN (8) CBS, ABC; Katz; 380,000; N; $850
▶ **WSYR-TV (3) NBC; Harrington, Righter & Parsons; 457,770; N, LS, LF; $900**
WHTV (*43) 9/18/52-Unknown

UTICA—
▶ WKTV (13) NBC, ABC, CBS; Cooke; 211,000; N; $550

NORTH CAROLINA

ASHEVILLE—
▶ WISE-TV (62) CBS, NBC; Bolling; 38,000; $150
▶ WLOS-TV (13) ABC, CBS; Venard; 342,000; N; $400

CHAPEL HILL†—
▶ WUNC-TV (*4)

CHARLOTTE—
▶ WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 528,210; N, LL, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision 8/2/55

DURHAM—
▶ WTVD (11) ABC; Petry; 278,971; N; $550

FAYETTEVILLE†—
▶ WFLB-TV (18) ABC, CBS, NBC; Biern-Smith; 51,600; $120

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
▶ WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 454,234; N, LF, LS; $650

GREENVILLE—
▶ WNCT (9) CBS, ABC; Pearson; 179,908; N; $350

NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
▶ WNAO-TV (28) CBS, ABC; Forjoe; 140,125; N; $325
WRAL-TV (5) NBC; H-R; 6/27/56-December; $600

WASHINGTON—
▶ WITN (7) NBC; Headley-Reed; 163,564; N; $325

WILMINGTON—
▶ WMFD-TV (6) NBC, ABC, CBS; Wagner-Smith Assoc.; 94,600; $250

WINSTON-SALEM—
▶ WSJS-TV (12) NBC; Headley-Reed; 572,966; N; $600
▶ WTOB-TV (26) ABC; Venard; 133,720; $200

NORTH DAKOTA

BISMARCK—
▶ KBMB-TV (12) CBS; Weed; 24,800; N; $150
▶ KFYR-TV (5) NBC, ABC; Blair Tv Assoc.; 31,350; $200

DICKINSON—
▶ KDIX-TV (2) CBS, ABC, NBC; Holman; 18,000; $150

FARGO—
▶ WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; 92,679; N; $400

GRAND FORKS—
▶ **KNOX-TV (10) NBC; Rambeau; 37,000; N; $200**

MINOT—
▶ KCJB-TV (13) CBS, NBC, ABC; Weed; 30,000; $200
KMOT (10) 10/5/55-Unknown

WILLISTON†—
KUMV-TV (8) 7/19/56-December (partial satellite of KFYR-TV Bismarck)

VALLEY CITY—
▶ KXJB-TV (4) CBS; Weed; 130,000; N, LF, LS; $450

OHIO

AKRON—
▶ **WAKR-TV (49) ABC; Weed; 174,066; $300**

ASHTABULA†—
WICA-TV (15) See footnote

CANTON†—
WTLC (29) 3/22/56-Unknown

TV COMPARATIVE NETWORK SHOWSHEET

AFTERNOON	SUNDAY			MONDAY			TUESDAY			WEDNESDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Noon		*Let's Take A Trip*			Stand. Brands Valiant Lady	*Tic Tac Dough* L		Wesson Oil Valiant Lady	*Tic Tac Dough* L		Gen. Mills Valiant Lady	*Tic Tac Dough* L
12:15					Amer. Home Products Love of Life			Amer. Home Products Love of Life			Amer. Home Products Love of Life	
12:30		Kellogg Wild Bill Hickok F			P&G Search for Tomorrow	*It Could Be You* L		P&G Search for Tomorrow	*It Could Be You* L		P&G Search for Tomorrow	*It Could Be You* F
12:45					P&G Guiding Light L			P&G Guiding Light L			P&G Guiding Light L	
1:00		The Heckle and Jeckle Cartoon Show Color Sweets Co. AW—F			W. Cronkite			W. Cronkite			W. Cronkite	
1:15					1:10 *Standup & Be Counted* S			1:10 *Standup & Be Counted* S			1:10 *Standup & Be Counted* S	
1:30		*Face the Nation*	*Frontiers of Faith* L		P&G As The World Turns			*As The World Turns* Sus			P&G As The World Turns	
1:45												
2:00		2 PM To Concl. Philip Morris National Brewing Gillette American Oil Falstaff Brewing Gobel Brewing Pabst Brewing Burgemuster Brewing Standard Oil of Indiana Chevrolet Dealers of Pittsburgh Speedway Regional Professional Football	No Net. Service		Seven-Up Our Miss Brooks F			Best Foods (alt. wks.) Our Miss Brooks F			Gerber (alt. wks.) Our Miss Brooks F	
2:15												
2:30			*Youth or American Forum* L		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45												
3:00			*Outlook L&F*	Afternoon Film Festival F&L Participating (see footnote)	Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L	Afternoon Film Festival F&L Participating (see footnote)	Big Payoff (Sus.)	NBC Matinee Theatre (Participating) Color L	Afternoon Film Festival F&L Participating (see footnote)	Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L
3:15												
3:30	*Johns Hopkins File 7* L		Mutual (alt. Sun.) Zoo Parade L & F		Bob Crosby (See Footnotes)			Bob Crosby (See Footnotes)			Bob Crosby (See Footnotes)	
3:45												
4:00	*College Press Conference* L		Gen. Motors Wide Wide World L ALT H. Curtis Wash. Square L & Topper		P&G The Brighter Day	Queen For A Day Participating L		P&G The Brighter Day	Queen For A Day Participating L		P&G The Brighter Day	Queen For A Day Participating L
4:15					Am. Home Pr. Secret Storm			Am. Home Pr. Secret Storm			Am. Home Pr. Secret Storm	
4:30	CIBA Medical Horizons L				P&G The Edge of Night			P&G The Edge of Night			P&G The Edge of Night	
4:45		*The CBS Sunday News*				*Modern Romances* L			*Modern Romances* L			*Modern Romances* L
5:00	Dean Pike L	(st. 12/16) *Mama*		Mickey Mouse Club (see footnote) F		*Comedy Time* F	Mickey Mouse Club (see footnote) F		*Comedy Time* F	Mickey Mouse Club (see footnote) F		*Comedy Time* F
5:15												
5:30		(st. 12/16) *Mr. Boing Boing* Color Film	Heinz Capt. Gallant F									
5:45												
EVENING												
6:00		Bell Telephone System Telephone Time	Johns Manville Pan Amer. Meet the Press L									
6:15												
6:30		Prudential Air Power T	Gen. Foods Roy Rogers F									
6:45					Whitehall News L			Whitehall News L			News L (Sus.)	
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup Lassie F	General Foods Bengal Lancers F	Gordon Bkg. Kukla, Fran & Ollie			Gordon Bkg. Kukla, Fran & Ollie			Gordon Bkg. Kukla, Fran & Ollie		
7:15				Daly-News	Whitehall News L		Daly-News	Whitehall News L		Daly-News	News L (Sus.)	
7:30	Pharmaceuticals Ted Mack Amateur Hour L	Am. Tobacco Private Secretary (Alt. wks.) Jack Benny	Reynolos Metals Circus Boy F	Ralston-Purina Bold Journey F	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	*Nat King Cole*	Gen. Electric Cheyenne (Alt. wks.) Chesebrough Pond's Conflict (Alt. wks.) F	Whitehall (Alt. wks.) Kellogg Name That Tune	Vicks, Lewis-Howe L J. Winters	American Motors American Dairy Derby Foods Disneyland F	General Mills The Giant Step	Coca-Cola Planters Eddie Fisher L
7:45						Studebaker News Caravan			Remington-Rand News L			Time Inc. Miles Lab. News Caravan L
8:00		Mercury Div. of The Ford Motor Co The Ed Sullivan Show L	Polaroid Jergens Brown & Williamson Steve Allen Show L	Armour Int. Cellucotton Danny Thomas Show F	Carnation (Alt. wks.) General Mills Burns & Allen F	Producers' Showcase (8-9:30 1 wk. of 4)		R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	Speidel Purex Big Surprise L		Bristol Myrs. (Alt. wks.) Arthur Godfrey Show Pillsbury (alt.) Kellogg	Gen. Foods Hiram Holliday F
8:15						Whitehall Lever F Sir Lancelot						
8:30	Corn Prods. Press Conference L			Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	Amer. Tobco. Toni Stanley L	Gen. Mills P & G (Alt. wks.) Wyatt Earp F	P&G (Alt. wks.) Sheaffer The Brothers F	L & Myers Max Factor Noah's Ark F	Am. Tobacco U. S. Rubber Navy Log (F)		Scott Father Knows Best F
8:45												
9:00	Aluminium, Ltd Union Carbide Omnibus L	Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L	Co-op Life Is Worth Living L	P&G (Alt. wks.) Gen. Foods I Love Lucy F	Revlon Can Do L	Miles Labs (Alt. wks.) Gen. Electric Broken Arrow F	Pharmaceu. Herb Shriner L	P&G Jane Wyman F	Eastman Kodak Adv. of Ozzie & Harriet F	Colgate The Millionaire F	Kraft Foods Television Theatre L
9:15												
9:30		Bristol-Myers Hitchcock Theatre F		Dodge Plymouth Lawrence Welk	General Foods December Bride F	Johnson Wax alt. with Schick	duPont duPont Theatre F	S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	Armstrong Cork Armstrong Circle Th'tre Kaiser Aluminum Hour L	Ford Ford Theatre F	R. J. Reynolds I've Got A Secret L	
9:45												
10:00		P. Lorillard (Alt. wks.) Revlon The $64 000 Challenge	P&G Loretta Young F	Top Tunes and New Talent (L)	Westinghouse Studio One L	Robert Montgomery Presents L	Co-op It's Polka Time L	Revlon The $64.000 Question L		Pabst Brewing Co. Mennen Co. Wednesday Night Fights L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	P&G This Is Your Life L
10:15												
10:30		Jules Montenier (Alt. wks.) Remington What's	White Owl Cigars' National Bowling Champions					Liggett & M. (Alt. wks.) Frigidaire Do You Trust Your Wife?	Lanolin Plus Break The Bank L			Pharmaceutical Inc. Twenty One L
10:45												

Y	THURSDAY			FRIDAY			SATURDAY			
NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	AFTERNOON
Tic Tac Dough L		Toni (Alt. wks.) Valiant Lady	*Tic Tac Dough* L		Gen. Mills Valiant Lady	*Tic Tac Dough* L		National Dairy The Big Top L	*Cowboy Theater* *F*	Noon
		Amer. Home Products Love of Life			Amer. Home Products Love of Life					12:15
t Could Be You F		P&G Search for Tomorrow	*It Could Be You* L		P&G Search for Tomorrow	*It Could Be You* L			*Mr. Wizard* L	12:30
		P&G Guiding Light L			P&G Guiding Light L					12:45
		W. Cronkite			W. Cronkite			Gen. Mills (Alt.) Nestle Co., The Lone Ranger F		1:00
		1:10 *Standup & Be Counted* *S*			1:10 *Standup & Be Counted* *S*					1:15
		As The World Turns (Sus.)			P&G As The World Turns					1:30
										1:45
		Our Miss Brooks F			*Our Miss Brooks F*			Football		2:00
										2:15
nnessee ie Ford Show *L*		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* *L*		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* *L*			(eff. 12/15) Pro. Basketball Games	2:30
										2:45
NBC atinee eatre artici- ting) lor L	Afternoon Film Festival F&L Participating (see footnote)	Big Payoff (Sus.)	NBC Matinee Theatre (Participating) Color L	Afternoon Film Festival F&L Participating (see footnote)	Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L				3:00
										3:15
		Bob Crosby (See Footnotes)			Bob Crosby (See Footnotes)					3:30
										3:45
ueen r A ay cipating L		P&G The Brighter Day	Queen For A Day Participating L		P&G The Brighter Day	Queen For A Day Participating L				4:00
		Am. Home Pr. Secret Storm			Am. Home Pr. Secret. Storm					4:15
		P&G The Edge of Night			P&G The Edge of Night					4:30
dern ances L			*Modern Romances* *L*			*Modern Romances* L				4:45
nedy me F	Mickey Mouse Club (See Footnote) F		*Comedy Time* F	Mickey Mouse Club (see footnote) F		*Comedy Time* F				5:00
										5:15
										5:30
										5:45
										EVENING
										6:00
										6:15
										6:30
		Whitehall News L			News L					6:45
	Gordon Bkg. Kukla, Fran & Ollie			Gordon Bkg. Kukla, Fran & Oilie				Hazel Bishop Beat The Clock L		7:00
	Daly-News	Whitehall News L		Daly-News	News L				No Net Service	7:15
Cola ers isher	Gen. Mills Swift & Co. The Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	Chevrolet Dinal Shore Show L	National Biscuit Rin Tin Tin F	Colgate-Palmolive Co. My Friend Flicka	Coca-Cola Planters Eddie Fisher L	Evinrude Knapp Monarch Co. Famous Film Festival (F)	Sylvania The Buccaneers F	R. J. Reynolds Toni People Are Funny F	7:30
nc. Lab. s n L			Miles News Caravan L			News Caravan L				7:45
oods m ay	Am. Metal Spec. Remco Ind. Hartz Circus L	Reynolds (alt. wks.) Colgate Bob Cummings Show F	DeSoto-Plymouth You Bet Your Life F	Chesebrough Pond's Am. Chicle Jim Bowie F	Gen. Foods West Point F	Gulf Life of Riley F		P. Lorillard Bulova Jackie Gleason Show L	Sunbeam Gold Seal Noxzema Kleenex RCA S & H Green Stamps Perry Como L	8:00
										8:15
t er s		Chrysler Motors Climax L Shower of Stars	Schick Chesterfield Dragnet F	Chevrolet Crossroads F	Gen. Foods Ford Motor Zane Grey Theatre F	Toni Lorillaro Walter Winchell L				8:30
										8:45
t s ion re	R. J. Reynolds Wire Service F		P&G alt. Borden Co. The People's Choice F	Mogen David Treasure Hunt L	R.J.Reynolds (Alt. wks.) C'gate P'olive The Crusader F	Campbell Lever On Trial F	Dodge Div. The Lawrence Welk Show L	Nestle Gale Storm Show	Quaker Oats B. T. Babbitt Knomark Wesson Caesar's Hour L	9:00
										9:15
		Bristol Myers (Alt. wks.) Singer Ronson-Wkly Playhouse 90 L	Ford Tenn. Ernie Ford Show L	Sterling Drug The Vise F	Schlitz Brewing The Schlitz Playhouse F	Am. Tobacco Vicks Big Story L		P & G Hey! Jeannie L		9:30
										9:45
s e L	Am. Chicle & Co-Op Ozark Jubilee		Lever Bros. Lux Video Theatre L	Plymouth Ray Anthony Show L	Brown & Williamson (Alt. wks.) P&G Line Up F	Gillette Cavalcade of Sports L	Emerson Drg. Lentheric Masquerade Party L	L&M Alt. wks. Remington Rand Gunsmoke F	Armour (alt.) Pet Milk George Gobel L	10:00
										10:15
eu- c. One					Amer. Oil Hamm Time Person To	State Farm Red Barber's Corner L		Hazel Bishop You're on Your Own	Am. Tobacco Warner Lambert Your Hit	10:30
										10:45

MORNING

SATURDAY AM

CBS: Capt. Kangaroo, Brown Shoe Co., Bauer & Black, Ludens, Ideal Toy, Mighty Mouse Playhouse, 10:30 - 11 a.m., General Foods, alt. weeks; Colgate; Winky Dink and You sus. 11-11:30 a.m.; Tales of Texas Ranger, General Mills, alt. weeks Sweets Co., 11:30-12 noon.

NBC: Pinky Lee Show, 10-10:30 a.m.; I Married Joan, 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Uncle Johnny Coons, 11:30-12 noon.

SUNDAY AM

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Camera Three, 11:30-12 noon; UN In Action, 11-11:30 a.m.

MONDAY-FRIDAY AM

CBS: Good Morning, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:30-12 noon.

NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Ernie Kovacs Show, 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST, L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

ABC—Afternoon Film Festival, Mon.-Fri.—Exquisite Form, Union Underwear, Norwich Pharm. Mickey Mouse Club, Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Carnation, Coca-Cola, Gen. Mills, Mattel, Miles Labs, Minnesota Mining, SOS, Pillsbury Mills, Peter Shoe Co.

CBS—Garry Moore M.-Fri. 15 min. segments sponsored by Campbell Soup, Lever Bros., Toni, General Mills, Best Foods, Hytron, Yardley, Bristol-Myers, Staley, Chevrolet, SOS, Swift & Co.

Arthur Godfrey M.-Thurs. 15 min. segments sponsored by Bristol Myers, Standard Brands, Norwich Pharmacal, Pillsbury, Kellogg, Simoniz, American Home, General Foods, Scott Paper.

House Party—15 min. segments sponsored by Kellogg, Lever, Pillsbury, Swift, Campbell Soup, Simoniz, Standard Brands.

Bob Crosby—15 min. segments sponsored by Gerber Prod., Procter & Gamble, General Mills, Wesson Oil, Best Foods, Toni, Brown & Williamson, SOS, Swift & Co., Mentholatum.

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B·T TELESTATUS

CINCINNATI—
► WCET (*48)
► WCPO-TV (9) ABC; Blair; 850,800; N; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 487,000; N; $800
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC; Blair; 1,225,000; N; $1,000
► KYW-TV (3) NBC; Peters, Griffin, Woodward; 1,174,004; N; $1,800
► WJW-TV (8) CBS; Katz; 1,146,150; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV(10) CBS; Blair; 510,400; N; $825
► WLWC (4) NBC; WLW Sls.; 361,000; N; $800
► WOSU-TV (*34)
► WTVN-TV (6) ABC; Katz; 381,451; $600

DAYTON—
► WHIO-TV (7) CBS; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 76,487; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

OXFORD—
WMUB-TV (*14) 7/19/56-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,062,886; N; $450
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 406,000; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 202,771; N; $350
► WKBN-TV (27) CBS, ABC; Raymer; 202,534; N; $450
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) NBC, ABC, CBS; Pearson; 50,000; $150

OKLAHOMA

ADA—
► KTEN (10) ABC (CBS, NBC per program basis); Venard; 93,223; N; $225

ARDMORE—
► KVSO-TV (12) NBC; Pearson; 47,000; N; $150

ENID—
► KGEO-TV (5) ABC; Pearson; 264,510; N; $600

LAWTON—
► KSWO-TV (7) ABC; Pearson; 71,000; $150

MUSKOGEE—
► KTVX (8) ABC; Avery-Knodel; 213,210; $500

OKLAHOMA CITY—
► KETA (*13)
► KWTV (9) CBS, ABC; Avery-Knodel; 402,213; N; $800
► WKY-TV (4) NBC, ABC; Katz; 402,213; N, LL, LF. LS; $920
KTVQ (25) See footnote

TULSA—
► KOTV (6) CBS; Petry; 319,312; N; $750
► KTVX (8) (See Muskogee)
► KVOO-TV (2) NBC; Blair; 319,312; N, LF, LS; $700
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown
KCEB (23) See footnote

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC (CBS per program basis); Hollingbery; 67,880; $300

KLAMATH FALLS†—
► KOTI (2) CBS, ABC, NBC; Blair Tv Assoc.; 11,500; $150

COOS BAY—
KOOS-TV (16) 9/4/56-Unknown

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Blair Tv Assoc.; 39,350; $200

PORTLAND—
► KLOR (12) ABC; Hollingbery; 340,000; N; $700
► KOIN-TV (6) CBS; CBS Spt Sls.; 385,000; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700
KGW-TV(8) Blair; $700; 6/23/55-December

ROSEBURG†—
► KPIC (4) Hollingbery; 12,000; $150 (satellite of KVAL-TV Eugene, Ore.)

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WQCY (39) Weed; 8/12/53-Unknown
WFMZ-TV (67) See footnote

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; Blair; 478,916; $750

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; 94,635; $175

ERIE—
► WICU (12) NBC, ABC; Petry; 223,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 164,000; $250

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC; Harrington, Righter & Parsons; 242,000; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 1,026,839; N, LL, LS, LF; $1,000

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; 917,320; N. LS. LF; $1,200
WLAN-TV (21) 11/8/56-Unknown

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,250
► WFIL-TV (6) ABC; Blair; 2,233,835; N, LL, LS, LF; $3,200
► WRCV-TV (3) NBC; NBC Spot Sls.; 2,088,318; N, LL, LF, LS; $3,200
WHYY-TV (*35) 3/28/56-December
WPHD (23) 9/28/55-Unknown
WSES (29) 3/28/56-Unknown

PITTSBURGH—
► KDKA-TV (2) NBC, CBS, ABC; Peters, Griffin, Woodward; 1,200,000; N; $2,000
► WENS (16) ABC, CBS, NBC; Branham; 435,000; $450
► WQED (*13)
WIIC (11) CBS; Blair; 7/20/55-Unknown
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Tv City Inc. (4) Initial Decision 4/23/56
WKJF-TV (53) See footnote

READING—
WEEU-TV (33) See footnote
WHUM-TV (61) See footnote

SCRANTON—
► WARM-TV (16) ABC; Bolling; 250,000; $225
► WGBI-TV (22) CBS; H-R; 310,000; N; $500
WTVU (44) See footnote

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 306,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 306,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) 11/32/52-Unknown

YORK—
► WNOW-TV (49) Keller; 137,500; $200
► WSBA-TV (43) ABC; Young; 116,450; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,202; N; $1,200
► WPRO-TV (12) CBS; Blair; 1,404,202; $1,100
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) ABC; Headley-Reed; 127,550; N; $150

CAMDEN†—
WACA-TV (14) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; 136,329; N; $300
► WUSN-TV (2) NBC, ABC; Weed; 202,000; $300

COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; 213,524; N; $400
► WNOK-TV (67) CBS, ABC; Raymer; 110,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 154,265; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 330,402; N; $450
WGVL (23) See footnote

SPARTANBURG—
► WSPA-TV (7) CBS; Hollingbery; 286,765; N; $450

SOUTH DAKOTA

ABERDEEN†—
KDHS (9) 8/30/56-Unknown

DEADWOOD†—
KDSJ-TV (5) Initial Decision 6/28/56

FLORENCE—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 17,658; $150

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 183,917 (includes satellite KDLO-TV Florence); $450

TENNESSEE

BRISTOL†—
► WCYB-TV (5) (See Bristol, Va.)

CHATTANOOGA—
► WDEF-TV (12) CBS, ABC; Branham; 210,716; N; $450
► WRGP-TV (3) NBC; H-R; 197,390; $400

JACKSON—
► WDXI-TV (7) CBS, ABC; Headley-Reed; 104,500; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE-TV (6) NBC; Avery-Knodel; 176,399; N; $600
► WBIR-TV (10) CBS; Katz; N; $600
► WTVK (26) ABC; Pearson; 156,400; N; $360

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; 465,011; $800
► WKNO-TV (*10)
► WMCT (5) NBC; Blair; 465,011; N; $900
► WREC-TV (3) CBS; Katz; 465,011; $900

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 303,000; N; $750
► WSIX-TV (8) ABC; Hollingbery; 380,000; $425
► WSM-TV (4) NBC; Petry; 272,856; N, LF, LS; $825

TEXAS

ABILENE—
► KRBC-TV (9) NBC, ABC; Pearson; 56,131; $225

ALPINE—
KAMT-TV (12) 8/30/56-Unknown

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 89,497; $300
► KGNC-TV (4) NBC; Katz; 89,497; N; $340

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 162,946; N; $400

BEAUMONT—
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; 115,151; N; $350
KBMT (31) See footnote

BIG SPRING—
► KBST-TV (4) CBS (ABC per program basis); Pearson; 48,453; $150

BROWNWOOD—
KNBT-TV (19) 6/6/56-Unknown

BRYAN—
KGTX-TV (3) 11/5/56-Unknown

CORPUS CHRISTI—
► KRIS-TV (6) NBC, ABC; Peters, Griffin, Woodward; 80,000; N; LF, LS; $300
► KSIX-TV (10) CBS; H-R; $250
► KVDO-TV (22) NBC (ABC, CBS per program basis); Young; 59,300; $200

DALLAS—
► KRLD-TV (4) CBS; Branham; 590,000; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 590,000; N; $1,000

EL PASO—
► KILT (13) ABC; Young; H-R; $250
► KROD-TV (4) ABC, CBS; Branham; 99,663; N; $450
► KTSM-TV (9) NBC; Hollingbery; 93,653; N; $325

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Peters, Griffin, Woodward; 590,000; N, LL, LF, LS; $1,000
► KFJZ-TV (11) H-R; 540,930; $600

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 459,250; N; $1,000

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 85,817 (plus 8,000 Mexican coverage); $300

HOUSTON—
► KPRC-TV (2) NBC; Petry; 510,000; N; $1,000
► KTRK (13) ABC; Hollingbery; 510,000; N, LF, LS; $850
► KUHT (*8)
► KGUL-TV (11) See Galveston
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
► KHAD-TV (8) CBS, NBC, ABC; Pearson; 14,348; $150

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 134,052; N; $350
► KDUB-TV (13) CBS; Branham; 137,498; N, LS, LF; $350 (film)

LUFKIN—
► KTRE-TV (9) Venard; 55,325; $225 (Station receives NBC shows from KPRC-TV Houston.)

MIDLAND—
► KMID-TV (2) NBC, ABC; Venard; 78,000; $200

ODESSA—
► KOSA-TV (7) CBS; Pearson; 78,500; $250

SAN ANGELO—
► KTXL-TV (8)CBS, NBC, ABC; Venard; 44,622; $200

SAN ANTONIO—
► KCOR-TV (41) O'Connell; 70,000; $200
► KENS-TV (5) CBS, ABC; Peters, Griffin, Woodward; 330,222; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 335,018; N, LL, LS, LF; $700
KONO-TV (12) H-R; $560; 5/23/56-January

SWEETWATER (ABILENE)—
► KPAR-TV (12) CBS; Branham; 62,469; $200 (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—

► KCEN-TV (6) NBC; Hollingbery; 155,162; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—

► KCMC-TV (6) CBS, ABC; Venard; 100,000; N; $260

TYLER—

► KLTV (7) NBC, ABC, CBS; H-R; 108,000; $300

WACO (TEMPLE)—

► KWTX-TV (10) ABC, CBS; Pearson; 132,000; N; $250

WESLACO (BROWNSVILLE, HARLINGEN, McALLEN)—

► KRGV-TV (5) NBC; Pearson; 85,817 (plus 8,000 Mexican coverage); $250

WICHITA FALLS—

► KFDX-TV (3) NBC, ABC; Raymer; 107,000; N; $300

► KSYD-TV (6) CBS; Blair Tv Assoc.; 107,000; N; $300

UTAH

SALT LAKE CITY

► KSL-TV (5) CBS; CBS Spot Sls.; 209,000; N; $600

► KTVT (4) NBC; Katz; 209,000; N, LS; $600

► KUTV (2) ABC; Avery-Knodel; $450

VERMONT

BURLINGTON—

► WCAX-TV (3) CBS; Weed; 145,736; $350

VIRGINIA

ARLINGTON—

WARL-TV (20) 10/10/56-Unknown

BRISTOL†—

► WCYB-TV (5) NBC, ABC; Weed; 368,870; N, LF, LS; $300

DANVILLE†—

WBTM-TV (24) See footnote

HAMPTON—

► WVEC-TV (15) See Norfolk

HARRISONBURG—

► WSVA-TV (3) ABC, CBS, NBC; Peters, Griffin Woodward; 139,617; $250

LYNCHBURG—

► WLVA-TV (13) ABC; Hollingbery; 308,675; N; $300 (film)

NEWPORT NEWS—

WACH-TV (33) See footnote

NORFOLK—

► WTAR-TV (3) CBS, ABC; Petry; 418,016; N, LS, LF; $875

► WTOV-TV (27) McGillvra; 210,000; $380

► WVEC-TV (15) NBC; Avery-Knodel; 190,000; N; $350

PETERSBURG—

► WXEX-TV (8) See Richmond

PORTSMOUTH—

WAVY-TV (10) ABC; H-R; 5/30/56-January, 1957

RICHMOND—

► WRVA-TV (12) CBS; Harrington, Righter & Parsons; $700

► WTVR (6) ABC; Blair; 503,317; N, LF, LS; $875

► WXEX-TV (8) NBC; Forjoe; 415,835; N., LF, LS; $750

WOTV (29) 12/2/53-Unknown

ROANOKE—

► WDBJ-TV (7) CBS; Peters, Griffin, Woodward

► WSLS-TV (10) ABC, NBC; Avery-Knodel; 479,222; N, LF, LS; $675

WASHINGTON

BELLINGHAM—

► KVOS-TV (12) CBS; Forjoe; 250,246; $300

EPHRATA†—

KBAS-TV (43) 5/4/55-Unknown (satellite of KIMA-TV Yakima, Wash.)

PASCO—

► KEPR-TV (19) CBS, ABC, NBC; 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—

► KCTS (*9)

► KING-TV (5) ABC; Blair; 538,200; N, LF, LS; $900

► KOMO-TV (4) NBC; NBC Spot Sls.; 538,200; N, LL, LF, LS; $1,025

► KTNT-TV (11) CBS; Weed; 538,200; N; $900

► KTVW (13) Hollingbery; 538,200; $600

Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—

► KHQ-TV (6) NBC, Katz; 187,768; N, LL, LF, LS. $550

► KREM-TV (2) ABC; Petry; 196,000; N, LF, LS; $450

► KXLY-TV (4) CBS; Avery-Knodel; 187,768; N; $600

VANCOUVER†—

KVAN-TV (21) Bolling; 9/25/53-Unknown

WALLA WALLA—

Walla Walla Tv Co. (8) 10/24/56-Unknown (satellite of KIMA-TV Yakima, Wash.)

YAKIMA—

► KIMA-TV (29) CBS, ABC, NBC; Weed; 81,000; $450

WEST VIRGINIA

BLUEFIELD—

► WHIS-TV (6) NBC, ABC; Katz; 173,684; N; $200

CHARLESTON—

► WCHS-TV (8) CBS; Branham; 540,340; N, LF, LS; $550

WKNA-TV (49) See footnote

CLARKSBURG†—

WBLK-TV (12) Branham; 2/17/54-Unknown

FAIRMONT†—

WJPB-TV (35) See footnote

HUNTINGTON—

► WHTN-TV (13) ABC; Petry; 365,005; N; $450

► WSAZ-TV (3) NBC; Katz; 585,993; N, LL, LF, LS; $1,000

OAK HILL (BECKLEY)—

► WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—

► WTAP (15) NBC, ABC, CBS; Pearson; 41,875; $150

WHEELING (STEUBENVILLE, OHIO)—

► WTRF-TV (7) NBC, ABC; Hollingbery; 312,640; N; $500

► WSTV-TV (9) See Steubenville, Ohio

WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—

► WEAU-TV (13) NBC, ABC; Hollingbery; 122,000; N; $350

GREEN BAY—

► WBAY-TV (2) CBS; Weed; 247,000; $500

► WFRV-TV (5) ABC, CBS; Headley-Reed; 235,000; N; $300

► WMBV-TV (11) See Marinette

LA CROSSE—

► WKBT (8) CBS, NBC, ABC; H-R; 130,000; $360

MADISON—

► WHA-TV (*21)

► WISC-TV (3) CBS; Peters, Griffin, Woodward; 309,275; N, LF, LS; $550

► WKOW-TV (27) ABC; Headley-Reed; 130,000; N; $250

► WMTV (33) NBC; Young; 140,000; N; $280

MARINETTE (GREEN BAY)—

► WMBV-TV (11) NBC, ABC; Venard; 220,826; $250

MILWAUKEE—

► WISN-TV (12) ABC; Petry; 700,000; N, LF, LS; $800

► WITI-TV (6) Branham; 630,000; N, LL, LF, LS; $500

► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1.150

► WXIX (19) CBS, CBS Spot Sls.; 377,500;N; $800

WFOX-TV (31) 5/4/55-Unknown

WMVS-TV (*10) 6/6/56-Unknown

WCAN-TV (25) See footnote

SUPERIOR (DULUTH, MINN.)—

► WDSM-TV (6) NBC, ABC; Peters, Griffin, Woodward; 128,200; N; $400

► KDAL-TV (3) See Duluth, Minn.

WAUSAU—

► WSAU-TV (7) CBS, NBC, (ABC per program basis); Meeker; 98,200; $350

WHITEFISH BAY—

► WITI-TV (6) See Milwaukee

WYOMING

CASPER—

Harriscope Inc. (2) 10/17/54-Unknown

CHEYENNE—

► KFBC-TV (5) CBS, ABC, NBC; Hollingbery; 70,972; $150

RIVERTON—

KWRB-TV (10) 9/26/56-Unknown

ALASKA

ANCHORAGE†—

► KENI-TV (2) ABC, NBC; Fletcher, Day; 25,000; $150

► KTVA (11) CBS; Alaska Radio-Tv Sls.; 25,000; $150

FAIRBANKS†—

► KFAR-TV (2) NBC, ABC; Fletcher, Day; 9,600; $150

► KTVF (11) CBS; Alaska Radio-Tv Sls.; 10,000; $135

JUNEAU†—

► KINY-TV (8) CBS; Alaska Radio-Tv Sls.; 2,500 $60

GUAM

AGANA†—

► KUAM-TV (8) NBC, CBS; Young; 5,000; $120

HAWAII

HILO†—

► KHBC-TV (9) (Satellite of KGMB-TV Honolulu)

HONOLULU†—

► KGMB-TV (9) CBS; Peters, Griffin, Woodward; 103,000 (includes Hilo and Wailuku satellites); $350

► KONA (2) NBC; NBC Spot Sls.; 97,500 (includes Wailuku satellite); $472.50

► KULA-TV (4) ABC; Young; 91,800; $250

WAILUKU†—

► KMAU (3) (Satellite of KGMB-TV Honolulu)

► KMVI-TV (12) (Satellite of KONA Honolulu)

PUERTO RICO

CAGUAS†—

WSUR-TV (9) 4/25/56-Unknown

MAYAGUEZ†—

► WORA-TV (5) CBS, ABC; Young; 27,000; N; $125

PONCE†—

WKBM-TV (11) 5/3/36-Unknown

SAN JUAN†—

► WAPA-TV (4) ABC, NBC; Caribbean Networks; 125,000; $250

► WKAQ-TV (2) CBS; Inter-American; 110,000; $375

WIPR-TV (*6) 2/2/55-March, 1956

CANADA

BARRIE, ONT.—

► CKVR-TV (3) Mulvihill, Canadian Ltd.; 36,870

BRANDON, MAN.†—

► CKX-TV (5) CBC; All-Canada, Weed; 13,288; $170

CALGARY, ALTA.†—

► CHCT-TV (2) CBC; All-Canada, Weed; 45,000; $280

EDMONTON, ALTA.†—

► CFRN-TV (3) CBC; Canadian Reps., Oaks, Tv Reps. Ltd.; 58,000; $325

HALIFAX, N. S.†—

► CBHT (3) CBC, CBS; CBC; 40,000; $300

HAMILTON, ONT.—

► CHCH-TV (11) CBC; All-Canada, Young; 542,116; $550

KINGSTON, ONT.—

► CKWS-TV (11) CBC; All-Canada; 52,000; $280

KITCHENER, ONT.—

► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 311,300; $400

LETHBRIDGE, ALTA†—

► CJLH-TV (7) CBC; All-Canada, Weed; 13,800; $160

LONDON, ONT.—

► CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; 109,920; $450

MONCTON, N. B.—

► CKCW-TV (2) CBC, ABC, CBS, NBC; Canadian Reps.; $60,000; $200

MONTREAL, QUE.—

► CBFT (2) CBC (French); CBC; 494,000; $1,000

► CBMT (6) CBC; CBC; 484,000; $750

NORTH BAY, ONT.—

► CKGN-TV (10) CBC; Canadian Reps.; 13,500; $160

OTTAWA, ONT.—

► CBOFT (9) CBC (French); CBC; 82,000; $300

► CBOT (4) CBC; CBC; 98,000; $400

PETERBOROUGH, ONT.—

► CHEX-TV (12) CBC; All-Canada, Weed; 35,000; $260

PORT ARTHUR, ONT.—

► CFPA-TV (2) CBC; All-Canada, Weed; 16,500; $170

QUEBEC CITY, QUE.—

► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350

REGINA, SASK.†—

► CKCK-TV (2) CBC; All-Canada, Weed; 31,000; $260

RIMOUSKI, QUE.†—

► CJBR-TV (3) CBC (French); Stovin, Canadian Reps.; 30,000; $240

ST. JOHN, N. B.†—

► CHSJ-TV (4) CBC, ABC, CBS, NBC; All-Canada, Weed; 70,554 (including U. S.); $300

ST. JOHN'S, NFLD.†—

► CJON-TV (6) CBC, CBS, NBC, ABC; Weed; 18,560; $200

SASKATOON, SASK.†—

► CFQC-TV (8) CBC, ABC, CBS, NBC; Canadian Reps., Tv Reps. Ltd.; 30,000; $230

SAULT STE. MARIE, ONT.—

► CJIC-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 17,000; $170

SHERBROOKE, QUE.†—

► CHLT-TV (7) CBC; Young, Hardy; $400

SUDBURY, ONT.—

► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 19,590; $220

SYDNEY, N. S.†—

► CJCB-TV (4) CBC; All-Canada, Weed; 46,690; $240

TIMMINS, ONT.†—

► CFCL-TV (6) CBC Renaurd, McGillvra; 9,600; $160

TORONTO, ONT.—

► CBLT (6) CBC; CBC; 480,000; $1,000

VANCOUVER, B. C.†—

► CBUT (2) CBC; CBC; 159,000; $580

VICTORIA, B. C.—

► CHEK-TV (6) CBC; Tv-Reps. Ltd, Forjoe; 30,000; $210

WINDSOR, ONT. (DETROIT, MICH.)—

► CKLW-TV (9) CBC; Young; 1,568,000 (including U. S.); $1,100

WINGHAM, ONT.—

► CKNX-TV (8) CBC; All-Canada, Young; 25,000; $235

WINNIPEG, MAN.†—

► CBWT (4) CBC; CBC; 75,000; $400

MEXICO

JUAREZ† (EL PASO, TEX.)—

► XEJ-TV (5) National Times Sales; Oakes; 69.158; $240

TIJUANA (SAN DIEGO)—

► XETV (6) ABC; Weed; 406,123; $700

The following stations have suspended regular operations but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WATL-TV Atlanta, Ga.; WHUM-TV Reading, Pa.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WHTO-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WICA-TV Ashtabula, Ohio; WGVL (TV) Greenville, S. C.; WQMC (TV) Charlotte. N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown. Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee; WIRK-TV W. Palm Beach, Fla.; WTAO-TV Cambridge, Mass.; KEDD (TV) Wichita, Kans.; WTVU (TV) Scranton, Pa.; WTOM-TV Lansing, Mich.; KBMT (TV) Beaumont, Tex.; WKNY (TV) Poughkeepsie, N. Y.

Mark of Integrity

...in reporting circulation facts

We display the Audit Bureau of Circulations* symbol with pride! It's our mark of circulation integrity!

The seasoned marketing man finds trustworthy data vital in his work of advertising media evaluation. And *reliable net paid circulation figures* are among the most valuable facts he uses in selecting printed media for his advertising campaigns.

Once every advertiser guessed about circulation accuracy and gambled on advertising results; today he need not question the wealth of data in any A.B.C. audit report, for it contains only *verified* answers to his most searching circulation queries.

* * *

*The Audit Bureau of Circulations, founded in 1914, is a cooperative, nonprofit association of the leading buyers and sellers of advertising space. A.B.C. sets standards for net paid circulation, audits and reports circulation facts. **To be sure of what your print media dollar buys—look for the A.B.C. symbol.**

When a media director or advertiser asks us, "How much paid circulation? What do your readers pay? Where does your circulation go? How do you get circulation—your audience for my advertising?", we need only show him our latest A.B.C. audit report. There he finds factual answers that annually pass the test of a trained A.B.C. circulation auditor's scrutiny.

And any buyer of space can decide for himself, with confidence, the value of our circulation audience. Our A.B.C. membership means circulation reported in accordance with recognized, impartial standards, established by buyers and sellers of space working together in A.B.C.

Publishers who meet the Bureau's high standards know the A.B.C. symbol as a mark of circulation integrity. The value-wise advertiser, too, has learned that *the A.B.C. symbol is his dependable guide to the audited facts* about net paid circulation that protect his advertising investments.

BROADCASTING
TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

MEASURE OF SERVICE...MARK OF INTEGRITY

*** B•T is the *only* ABC publication in its field.**

Financial Troubles Delay Phila. Educational Tv Start

FAILURE of educational ch. 35 WHYY-TV Philadelphia to get $100,000 reportedly pledged by the Philadelphia Board of Education has kept the station from going on the air as planned Nov. 26. A spokesman said last week that the board had denied making a firm commitment for that amount and feels that there has been inefficient business management on the station's corporate level.

The school board also expressed doubt that there were enough uhf receivers in the Philadelphia area to make it feasible for the station to begin programming and wanted more voice in the station's operation. WHYY-TV Managing Director Richard Burdick said that "We have felt all along that the Board of Education should be a part of the programming of an educational station in Philadelphia."

The board gave the station $10,000 Nov. 23. The city of Philadelphia has donated $100,000, with another $100,000 to be raised through other means.

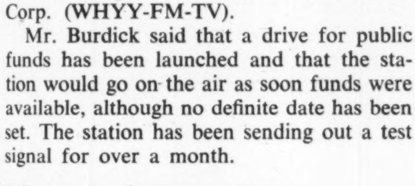
In efforts to resolve the dispute, a three-man mediation committee composed of area college presidents is studying the problem and the New York engineering firm of Cresap, McCormick & Paget is conducting a survey of the station's activities. The committee is working with Dr. Leon J. Obermayer, president of the school board, and Walter Biddle Saul, president of Metropolitan Philadelphia Educational Radio & Tv Corp. (WHYY-FM-TV).

Mr. Burdick said that a drive for public funds has been launched and that the station would go on the air as soon funds were available, although no definite date has been set. The station has been sending out a test signal for over a month.

Educational Grants Honor Women Employes of CBS Inc.

GRANTS totaling $7,000 will go to five privately-supported colleges and universities based on length of service records of five women graduates employed by CBS or its divisions for 15 or more years, CBS Foundation Inc., CBS' agency for educational and charitable grants, announced last week. The grants are made on basis of $1,000 for 15 years CBS employment of a woman graduate, and $500 for each additional five years employment. College or universities can use the funds as they see fit.

New grants, indicating employe, position, institution and amount are as follows: Agnes Law, librarian, CBS Reference Dept., Syracuse U., $2,500; Esther Dobbins, manager, program information division, CBS Reference Dept., Oberlin College, $1,500; Alice Santti, manager of contract division, CBS Radio Spot Sales, Simmons College, $1,000; Olive Tracy, graphics presentation specialist at CBS Radio, Eastern Nazarene College (Quincy, Mass.), $1,000, and Emma Schaumann, supervisor in accounting of Columbia Records, Bridgeport, Conn., Connecticut College for Women, $1,000.



'See It Now' In Classroom

CBS-TV's *See It Now* staff and the National Education Assn. joined hands in an unusual classroom venture in connection with the showing of the program yesterday (Sunday) dealing with comedian Danny Kaye's world tour on behalf of the U. N. International Children's Emergency Fund (UNICEF).

Under terms of the project, NEA (with help from *See It Now* researchers) prepared 50,000 eight-page classroom discussion guides to be used by more than one million NEA members in discussing the program in classes after showing on the network.

U. of Ky. Students Get Awards

TWO Kentucky U. radio arts students—a senior woman and a man engaged in graduate study—have been named recipients of scholarships provided by off-campus donors. David Dick, Lexington, Ky., was named winner of a $1,000 grand award by the Du-Pont Foundation through WHAS Louisville, and Mary Ann Kullack, Dayton, Ohio, received a Kentucky Broadcasters Assn. scholarship for $75.

RCA Institute Graduates 177

ONE HUNDRED and seventy-seven students of radio and television were graduated Tuesday from RCA Institutes Inc. at New York U. Students included representatives from the U. S., British West Indies, Canada, Hawaii, Liberia and Puerto Rico. The principal graduation address was given by Dr. C. S. Jones, president of the Academy of Aeronautics at LaGuardia Airport, New York.

EDUCATION PEOPLE

Elspeth Simmons Corley, WLWA (TV) Atlanta, Ga., named director of program coordination and public information for Alabama Educational Commission in Birmingham.

Dr. Donald K. Reynolds, head of electrical engineering department, Seattle U., named executive engineer representing Stanford Research Institute in Seattle area.

Chapin Ross appointed assistant director of radio for Abilene Christian College, Abilene, Tex.

EDUCATION SHORTS

RCA Institutes making available 16-mm motion picture in color titled *Your Career in Electronics.* Produced by RCA, and running 24 minutes, film is designed to familiarize students with technician's role in electronics industry.

FREQUENCY

There are all kinds. In Los Angeles television, and especially on KTTV, **daytime** frequency is all the rage. and little wonder:

A new specialty product, advertised only on KTTV, has gone from a standing start to an output of one million units a day within six weeks.

This kind of sales results isn't hard to believe if you know the selling dynasty of KTTV personalities.

This million-a-day manufacturer relied almost entirely on two of them — Norma Gilchrist and Steve Martin — both seen in the daytime.*

If many times a week you apply the selling pressure of KTTV's daytime personalities to the great multitudes they reach, you just almost won't believe what will happen. Try it.

KTTV

Los Angeles Times-MGM Television

Represented nationally by BLAIR-TV

*Daytime TV in L.A is phenomenal — 1956 Pulse shows sets-in-use at an all-time October high at 17.7, 14% above a year ago and 26% higher than New York Sets-in-Use.

Broadcasters, Baseball Look to 1957 Season

WITH the ink not yet dry in the 1956 World Series record book and with football still in the headlines, broadcasters are busy lining up coverage of the 1957 national pastime activities. Joining WKRC Cincinnati in announcing plans to cover the Cincinnati Redlegs [B•T, Oct. 22] and WBAL Baltimore in signing Gunther Brewing for the 1957 Orioles, are WGN-TV Chicago, Pittsburg Pirates Network, KOOL Phoenix, The Yankee Network and WBRC Birmingham, Ala.

Theo. Hamm Brewing Co., St. Paul, and Oklahoma Oil Products Co., Chicago, have signed to co-sponsor all Chicago White Sox and Chicago Cubs home day games on WGN-TV for the third consecutive year, according to Ward L. Quaal, vice president and general manager of WGN Inc. Agencies are Campbell-Mithun Inc. for Hamm and Maryland Adv. for Oklahoma.

Atlantic Refining Co. and Pittsburgh Brewing Co. will co-sponsor tv and radio coverage of the Pittsburgh Pirates, with the number of games telecast to be doubled. The radio broadcasts will be carried by a network of stations in four states.

Narragansett Brewing Co. for the tenth straight year will sponsor broadcasts of the Boston Red Sox on the Yankee Network. Nighttime and weekend games of the Red Sox will be telecast. Cunningham & Walsh is agency.

KOOL-AM-TV Executive Vice President and General Manager Tom Chauncey announced that the radio outlet has gained exclusive rights to the New York Giants 17-game spring exhibition schedule. KOOL carried the entire schedule of the minor league Phoenix Stars during 1956.

Storer Broadcasting Co.'s WBRC will broadcast the Class AA Birmingham Barons baseball games for the next two years, according to Eddie Glennon, general manager of the Barons, and George B. Storer Jr., vice president of Storer.

WALTER DRISKILL, vice president of the Gunther Brewing Co. (Gunther beer and ale), Baltimore, signs for sponsorship of 1957 Baltimore Orioles baseball on WBAL there. Gunther also will sponsor selected exhibition games [B•T, Nov. 5]. Witnessing the contract-signing are W. C. Geoghegan (l), advertising director of the brewing company, and Leslie H. Peard Jr., manager of WBAL.

Color Tv Party Held for Tots

WKY-TV Oklahoma City, Okla., took advantage of NBC-TV's presentation of "Jack and the Beanstalk" to give a color tv party for local youngsters. The children were invited to the station's Little Theatre to see the show and meet 3-D Danny and Foreman Scotty, local tv personalities. The party was promoted with but a few on-the-air announcements as the theatre's seating is only 200. When the co-sponsors, Dulaney's, a local RCA distributor, discovered the theatre was filled, they invited the overflow to its showrooms to watch the colorcast. When still more room was needed, the station arranged with downtown dealers to bring in a color tv set which was placed in the lobby for standing patrons.

Chicago Livestock, 4-H Meets Get Broad Radio-Tv Coverage

RADIO-TV stations joined with International Harvester Co. in coverage of International Livestock Exposition and 4-H Club Congress events in Chicago the past 10 days.

Coverage included direct remotes, live studio shows, films and recordings by local stations, while International Harvester made available recording facilities for interviews at the International Amphitheatre. The 4-H Club Congress also maintained facilities in the Conrad Hilton Hotel.

Broadcast coverage reported to B•T by broadcasters:

NBC Radio's *National Farm & Home Hour* interviewed winners of the National 4-H Citizenship and Leadership awards Nov. 24 and reported on Congress and exposition activities Dec. 1. WGN-TV presented 4-H projects on its *RFD Chicagoland* and film highlights of the exposition Nov. 24. WGN carried daily remotes from the exposition on its *Norman Kraeft Show*. WBBM originated its noontime Julian Bentley news program from the Amphitheatre Nov. 26-30 and Farm Editor George Menard produced tapes for his early-morning *Country Hour* during the exposition. WLS also reported extensive coverage of the two events.

WJAN's Starr Writes Miller Show

ABC RADIO's *Tribute to Major Glenn Miller* last Thursday (10:30-11 p.m. EST) was written, produced and emceed by Ray Starr, former Glenn Miller announcer and now manager of WJAN Spartanburg, S. C. The program, which originated from Memorial Auditorium, Spartanburg, featured Ray McKinley and the Glenn Miller Orchestra and top recordings of the late Mr. Miller's band [B•T, Nov. 19], in addition to Mr. Starr.

WSTV Celebrates Anniversary

IN celebration of its 16th anniversary last month, WSTV Steubenville, Ohio, distributed a three feet by six feet cake to passers-by in front of the station's downtown offices. More than 800 pieces of cake were given away. During the celebration, Harry Birrell, program director, conducted his *Man About Music* program from a street platform.

Do-It-Yourself House Kit

IN a special promotion for the feature film, *Mr. Blandings Builds His Dream House,* which will be shown on WOR-TV New York's *Million Dollar Movie* program, the station has sent to radio-tv editors and trade press writers all parts of a scale-model house that they can assemble into a complete two-story house. WOR-TV also will advertise the program this week in the real estate and advertising news sections of major newspapers in the New York area.

Holds Annual 'Doll House' Drive

WRC-AM-TV Washington has dedicated its 21st annual Christmas Doll House campaign to collect toys for needy children. The goal this year is 22,000 toys. Brig. Gen. Thomas A. Lane, a D. C. commissioner, presented the station with an official proclamation in which the commissioners urged public support of the Doll House and praised the management and staff of WRC-AM-TV for "splendid contribution of time, energy and effort" in behalf of needy children. The Doll House is set up in downtown Washington where shoppers are invited to present gifts of new toys or cash while they are shopping in the area. Disc jockey shows are used to plug the campaign and the *Timekeeper* program is broadcast daily from the Doll House.

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

In Cincinnati—
Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

KOCS Interviews Refugee

KOCS Ontario, Calif., broadcast a long distance telephone conversation between Manager Pete Odens and one of the Hungarian refugees who arrived in this country. The interview was conducted as the refugees were preparing to eat a Thanksgiving dinner. The station is also conducting a "Bundles for Hungary" drive in its area asking for winter clothing to be forwarded to Hungary through the American Friends Service Committee of Pasadena, Calif.

WTMJ-TV Shows Color News Film

WTMJ-TV Milwaukee claims to be the first station in Wisconsin to use successfully a single system sound color news film. The film was shown a fortnight ago on the station's Sunday evening *Newsroom* program. Tony Neuman, of Album Photo Co., was photographer.

Tribute to Tommy Dorsey

WOZK Ozark, Ala., received the news of Tommy Dorsey's death at 2:50 CST and cancelled a regularly scheduled program at 3:00 to present a salute to the late bandleader. The half hour tribute to Mr. Dorsey featured his top recordings and historical data about him.

Drinks Are 'On the House'

KRUX Phoenix offered to pick up the bill for its listeners' final Thanksgiving drink. Only catch was, the final drink had to be coffee. This was done in conjunction with KRUX's year round highway safety campaign. More than 50 restaurants offered "one for the road—on KRUX." The station's mobile units were on 24-hour duty with the Arizona Highway Patrol and Arizona claimed a fatality free Thanksgiving Day.

Flying Money Causes Traffic Jam

WHEN WSKY Asheville, N. C., built its *Lucky Jackpot* up to $250, disc jockey Bob Cain decided to take $100 of it in $1 bills as a gag. He walked out of the studio with the money and later overheard a fellow disc jockey telling listeners that the money had been stolen. Deciding to go one step farther with the joke, Mr. Cain climbed up on the marquee of a local theatre and sent dollars fluttering to the street below. Traffic finally became so jammed it required several police cruisers to restore everything to order.

BABY RUTH OUT IN COLD

DISC JOCKEYS on WBZ-WBZA Boston - Springfield have been instructed not to play the pop tune, "A Rose and a Baby Ruth," on the grounds that the tune constitutes an "obvious plug" for Baby Ruth candy bars, a Curtiss Candy Co. product. Grady Edney, program manager, said the stations' policy is based on the belief that "if one record like this one slips through, a rash of follow-ups plugging retail products is sure to follow."

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COLISEUM TOWER • NEW YORK 19

send for prepaid audition discs

BETTER BALANCED MUSIC PROGRAMMING

John Lynker, Pres. & Gen. Mgr. of WSKN, Saugerties, N. Y., writes:

"I have been programming SESAC more and more, and for good reason. Competition in radio is greater than ever and you must give your listeners 'Better Balanced Programming' in order to keep their attention.

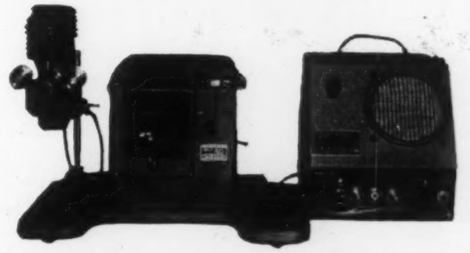
"The excellent selection of material plus top quality 'Hi-Fi' sound of the SESAC Library give WSKN the music 'plus' that makes for better shows and more listeners. This has resulted in outstanding results for our advertisers and ever increasing sales.

"To sell your station to the advertiser you must first sell your programs to your listeners, and the SESAC Library has been to me as both a 'DJ' and manager a superior sales aid.

"As for me, I would say, for Better Balanced Programming use the Better Balanced Library—SESAC."

Season's Greetings

to our friends the world over



NEW CAMART DUAL SOUND READER

- Edit single and double system 16mm or 35mm optical sound!
- Edit single system Magnastripe or double system magnetic sound!
- Use with any 16mm motion picture viewer to obtain perfect lip-sync matching of picture to track!
- Works from left to right or right to left!
- Optical Model, $195.00 • Magnetic Model, $185.00

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at Columbus Circle next to New York's new Coliseum

TYPE 120-D

NEMS-CLARKE

FIELD INTENSITY METER

LIGHT WEIGHT
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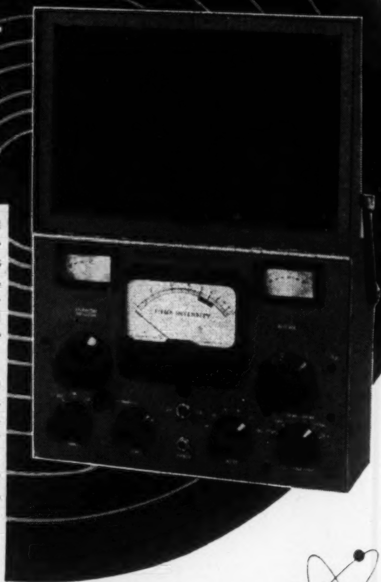
SELF-CONTAINED



A portable instrument for measuring the wide range of radio signal intensities from 540 to 1600 kc. Its range is from 10 microvolts to 10 volts per meter, making it equally effective for interference studies at low signal strengths and close-in measurements on high-power directional arrays.

Accuracy is assured by a calibration method that compensates for variations in tube characteristics and for voltage variations in the self-contained battery power supply. Operation is simple—measurements made rapidly—direct reading on all ranges—requires no charts or multiplication factors—no warm-up period necessary.

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919 JESUP-BLAIR DRIVE
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Director of Media
The Joseph Katz Company

"ABC is the accepted source of circulation figures and its prestige stands alone in the publication field. An advertiser can buy an ABC publication with more confidence because every subscription is a paid subscription. ABC audits are severe and accurate."

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest *paid* circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING
TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

Promote Mental Health Program

WIBW-TV Topeka, Kan., mailed 1,000 reprints of an article that appeared in Topeka State Hospital's publication *The Statesman* concerning a survey of the Kansas State Hospital program which was presented in a series of five 15 minute shows over WIBW-TV. The reprint was mailed to doctors, employes of state hospitals and persons interested in mental health. The station also mailed a postcard to 4,000 relatives of patients, newspapers and interested persons inviting them to view the show and saying "we know that you are interested, but you can help us by getting an uninterested neighbor to watch the series."

'Tic-Tac-Dough' Contest

NBC-TV sales department is inviting over 1,000 agency and advertiser executives to enter a special *Tic-Tac-Dough* promotion contest. The contest is based on NBC-TV's noontime audience participation program. Participants are asked to correctly fill in a number of tic-tac-toe squares containing answers to questions regarding NBC-TV's daytime program and sales status. The contest closes Dec. 10. The three top winners will receive an RCA Victor portable tv set.

'Workshop' Scripts in Japan

TWO radio scripts originally aired on *CBS Radio Workshop* have been included in a package of programs written by American, British, French and German authors to be aired the week of Dec. 10 on NHK-TV (Nippon Hoso Kyokai) network in Japan. They are Arthur Miller's *William Ireland's Confession* and Vernon Delston's *Three Strikes, You're Out.* Mr. Delston also is radio-tv director of Kameny Assoc., New York, advertising and public relations agency for Canon Camera Co., Japan.

Letter Cites Market Changes

SOME 2,000 advertiser, agency and network executives throughout the country have been sent a promotional letter on behalf of KROC-TV Rochester, Minn., by Elizabeth Beckjorden, network-station representative, highlighting changes in the Rochester market with particular attention to industrial expansion in the area. The letter cites a new $10 million IBM plant which will open in March 1957 with about 5,000 employees; plans for building 5,000 new homes in Rochester by next spring and new schools to cost about $5.5 million; plans for new $2.5 million airport building and new $25 million four-lane belt highway, plus expansion into the cities by other industrial companies.

Stations Aid Snowbound Erie

TYPICAL of all stations' services during the recent snow storm in Erie, Pa., were reports last week to B•T by WLEU, WSEE (TV) and WICU-TV. The stations carried emergency bulletins as soon as it was apparent that this was more than an early seasonal fall. They all issued warnings to viewers and listeners, relayed pleas for help, answered thousands of phone calls and broadcast on an around-the-clock schedule.

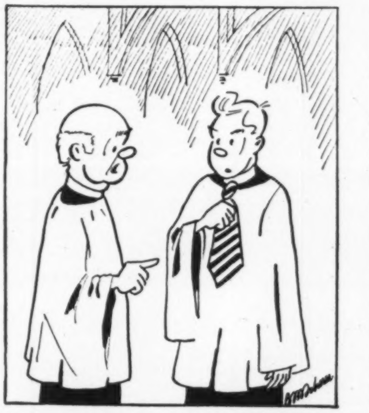
THE NEWSMOBILE of WICE Providence, R. I., goes to sea on an aircraft carrier. The *USS Leyte,* attached to the Atlantic Fleet's submarine unit and based at Quonset Point, R. I., loads the station's transmitter-equipped mobile unit for a 50-mile "good-will" tour on which 175 officials of the Rhode Island Chamber of Commerce were guests. Bob Lape, WICE's news director, assisted by Oliver Adams, station engineer, supplied the station and its audience with on-the-spot reports of the day's action aboard the carrier.

Swift Plans Special Drive To Support Retail Grocers

TELEVISION—both spectaculars and regular program series—will be the focal point of an estimated $8 million "Operation Consumer Impact" campaign to be launched by Swift & Co. for retail grocers early in 1957. Of the estimated $8 million, less than $1 million will be used in radio-tv.

Highlight of the advertising-merchandising-promotion drive, which will accent coupon redemptions and dealer contests, is that the Chicago meat packer will sponsor a complete hour-and-a-half spectacular on NBC-TV Feb. 3 with Imogene Coca and other stars. Titled *Ruggles of Red Gap,* the program will be the first of three such programs to be sponsored by Swift, with two other spectaculars scheduled later in the year in support of similar promotions.

The campaign also will be pushed on Swift-participating programs, including ABC-TV's *The Lone Ranger* and *Disneyland;* CBS-TV's *House Party,* Bob Crosby and Garry Moore shows; NBC-TV's *Tennessee Ernie Show,* and CBS Radio's *House Party.* Agency: McCann-Erickson, Chicago.



"I'm amazed that KRIZ Phoenix would say it's suitable for all occasions—"

Telecasts Church Services

WSPA-TV Spartansburg, S. C., has begun weekly telecasts from the First Baptist Church in that city. This is the first church service telecast in the area, according to Walter J. Brown, WSPA-AM-FM-TV president.

Live Telecast from Theatre

A LIVE telecast of Act II of Mozart's *Cosi Fan Tutti* as it was being presented before an audience in Cleveland's Karamu Theatre was recently made by WEWS (TV). The director of the play at Karamu sat in WEWS' remote truck and described the action to the station crew so that the cameras could focus the right shots as they came up.

Toastmaster Offers Promotion Kit

A CHRISTMAS promotion kit, including a plan book with radio spots and other material, is being distributed by Toastmaster Products Div. of McGraw Electric Co. to retail dealers to be used with company's national advertising activities. The kit is designed to help dealers tie-in with a national advertising program, which includes three network shows and more than 30 advertisements in leading national magaines. Also included in the gift-buying promotion kit are window streamers and product spots on all Toastmaster appliances, three-dimensional toaster display piece, suggested newspaper ads and the plan book with instructions and illustrations, direct mail material and suggested telephone sales approach as well as radio spots.

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the Gift
you'd
like to get
yourself...

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City National Bank Bldg., Beverly Hills,
California. CRestview 1-6286

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HENNESSY
The World's Preferred **COGNAC BRANDY**
84 Proof • Schieffelin & Co., New York

Station Authorizations, Applications

(As Compiled by B • T)

November 21 through November 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—Day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Nov. 28

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,981	2,954	171	331	125
Fm	534	517	43	42	0

FCC Commercial Station Authorizations As of October 31, 1956 *

	Am	Fm	Tv
Licensed (all on air)	2,940	517	233
Cps on air	29	11	276
Cps not on air	121	20	114
Total authorized	3,090	548	623
Applications in hearings	163	3	126
New station requests	282	9	56
New station bids in hearing	111	0	80
Facilities change requests	156	3	31
Total applications pending	899	93	373
Licenses deleted in October	0	1	0
Cps deleted in October	3	0	0

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Nov. 28

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	377	91	468[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	337	317	654[1]
Noncomm. Educational	23	21	44[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,043	337	813	566	1,380[3]
Noncomm. Educ.	63		36	27	63[4]
Total	1,106	337	849	593	1,443[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.

[2] One educational uhf has been deleted.

[3] One applicant did not specify channel.

[4] Includes 44 already granted.

[5] Includes 701 already granted.

New Tv Stations . . .

ACTION BY FCC

Birmingham, Ala.—Application of **Winston-Salem Bcstg. Co.** seeking cp for new tv on ch. 42 dismissed by letter 11-26-56. (Request of attorney.) Announced Nov. 28.

APPLICATIONS AMENDED

Bowling Green, Ky.—Application of **George A. Brown Jr.** seeking new tv amended to correct coordinates and furnish additional engineering data. Announced Nov. 26.

Wilmington, N. C.—Application of **United Bcstg. Co.** seeking new tv amended to furnish new financial data, change estimated cost construction and programming, change ERP to 100 kw vis., 70.8 kw aur., trans. location to On North Lane Rd., off N. C. Rte. 117, Rocky Point, N. C., change type trans., ant. (661.15 ft.) and make other equipment changes. Announced Nov. 27.

Sioux Falls, S. D.—Application of **Morton H. Henkin** seeking new tv on ch. 13 amended to change applicant to **KSOO Tv Inc.**, change ERP to 28.97 kw vis., 17.38 kw aur., trans. location to 1.3 mi. N. of Rowena, Split Rock Twp. in Minnehaha County, 9 mi. E. of center of Sioux Falls, change type trans. and ant. and make other equipment changes. Announced Nov. 23.

Existing Tv Stations . . .

ACTIONS BY FCC

CALL LETTERS ASSIGNED

WHLS-TV Port Huron, Mich.—Stevens-Wismer Bcstg. Co., ch. 34.

KMSO-TV Missoula, Mont.—Mosby's Inc., ch. 13. Changed from KGVO-TV.

WHTO-TV Atlantic City, N. J.—Neptune Bcstg. Corp., ch. 46. Changed from WFPG-TV.

WLAN-TV Lancaster, Pa.—Peoples Bcstg. Co., ch. 21.

KGTX-TV Bryan, Tex.—Brazos Bcstg. Co., ch. 3.

WARL-TV Arlington, Va.—Northern Virginia Bcstrs. Inc., ch. 20.

APPLICATIONS

WMSL-TV Decatur, Ala.—Seeks mod. of cp (which authorized new tv) to change ERP to 9.40 kw vis., 5.64 kw aur., change type trans. and make other equipment changes. Announced Nov. 27.

KBTM-TV Jonesboro, Ark.—Seeks mod. of cp (which authorized new tv) to change ERP to 48.6 kw vis., 24.3 kw aur., studio and trans. location to 4¼ mi. S. of Jonesboro Courthouse, Jonesboro, install new trans. and ant. system and make other equipment changes. Announced Nov. 28.

KARK-TV Little Rock, Ark.—Seeks mod. of cp (which authorized new tv) to make minor equipment changes. Announced Nov. 28.

WINT (TV) Waterloo, Ind.—Seeks mod. of cp (which authorized new tv) to change station location from Waterloo to Fort Wayne, Ind. (pursuant to report and order adopted 11-14-56, effective 12-20-57) and to change studio location to "to be determined, Fort Wayne." Announced Nov. 23.

WHO-TV Des Moines, Iowa—Seeks mod. of license to change aur. ERP to 158 kw. Announced Nov. 27.

WTPA (TV) Harrisburg, Pa.—Seeks cp to replace expired cp (which authorized new tv). Announced Nov. 28.

WKST-TV New Castle, Pa.—Seeks cp to change trans. location to Midlothian Blvd., Youngstown, Ohio, change ERP to 198 kw vis., 119 kw aur., change type trans. and make ant. and other equipment changes. Announced Nov. 23.

KRGV-TV Weslaco, Tex.—Seeks cp to change ERP to 100 kw vis., 50 kw aur., studio location to 311 Missouri Ave., Weslaco, change type trans. and make minor equipment changes. Announced Nov. 28 .

Allocations . . .

ACTION BY FCC

Charleston, Columbia, S. C.; Madison, Wis.; Elmira, N. Y.—FCC by memorandum opinion and order, denied following petitions for extensions of time to file comments in "deintermixture" proceedings: (1) by **Washington Post Co. (WMBR-TV Jacksonville, Fla.**, ch. 4) for extension of time to Jan. 21, 1957, in Charleston and Columbia, S. C., proceedings in Dockets 11753 and 11799; (2) by **Radio Wisconsin Inc. (WIBC-TV Madison, Wis.**, ch. 3) for extension to Jan. 18, 1957, in Madison proceeding in Docket 11754; (3) by **(WCSC-TV Charleston, S. C.**, ch. 5) for extension to Jan. 21, 1957, in Columbia, S. C., proceeding in Docket 11799, and (4) by **Central New York Bcstg. Corp. (WSYE-TV Elmira, N. Y.**, ch. 18) for extension to Jan. 31, 1957, in Elmira proceeding in Docket 11758. Commissioner Doerfer dissented. Announced Nov. 21.

PETITION

Cape Girardeau, Mo.—V. W. Lillard d/b as Cape Girardeau Television Co. requests amendment of Sec. 3.606 by instituting rule-making to add ch. 2 to Cape Girardeau. Announced Nov. 23.

Translators . . .

APPLICATION

Madras, Ore.—Jefferson County Television Inc., ch. 74 (830-836 mc) to rebroadcast ch. 6 **KOIN-TV Portland, Ore.** P. O. address % **Kenneth McCaulou**, secretary, Madras. Trans. output 10 w, ERP to community 134.4 w. Estimated population to be served 2,500. Estimated construction cost $5,491, first year operating cost $750. Announced Nov. 28.

APPLICATIONS AMENDED

Maupin, Ore.—Application of **Estel L. Stovall** seeking cp for tv translator station amended to supplement legal, financial data and to correct geographical coordinates. Announced Nov. 27.

Manson, Wash.—Application of **Manson Community Tv Co.** seeking new tv translator station amended to change ERP from 171 w to 176 w. Announced Nov. 26.

New Am Stations . . .

ACTIONS BY FCC

Show Low, Ariz.—Peak Bcstg. Co. granted 1050 kc, 250 w D. Post office address Box 606, Show Low. Estimated construction cost $16,327, first year operating cost $24,000, revenue $36,000. **Searcy J. Woodworth,** chief engineer, **KVNC Winslow, Ariz.**, is sole owner. Announced Nov. 20. (Corrected report.)

Las Vegas, Nev.—Application of **B. Floyd Farr, George Snell and Robert J. Blum, partnership d/b as Radio Nevada,** seeking cp for new am on 1010 kc, 1 kw D, returned. (Request of applicant.) Announced Nov. 26.

Amsterdam, N. Y.—Application of **Walter T. Gaines** seeking cp for new am on 1280 kc, 1 kw D, remote control trans., returned. (Incorrectly dated.) Announced Nov. 26.

Livingston, Tex.—Application of **E. H. Whitehead and Tommie Cole Stripling d/b as Polk County's Bcstg. Service** seeking cp for new am

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

B H

NATION-WIDE SERVICE

on 1220 kc, 250 w D, returned. (Incorrectly filed.) Announced Nov. 23.

APPLICATIONS

Walsenburg, Colo.—Floyd Jeter 1380 kc, 1 kw D. P. O. address 1502 W. Oklahoma, Enid, Okla. Estimated construction cost $7,390, first year operating cost $15,864, revenue $24,000. Mr. Jeter is engineer-announcer, **KCRC Enid.** Announced Nov. 28.

Columbus, Ohio—North American Bcstg. Co. 920 kc, 500 w. P. O. address % **William R. Mnich** 1375 Sunbury Rd., Columbus. Estimated construction cost $44,413, first year operating cost $78,000, revenue $92,000. Principals include Mr. Mnich (pres.-gen.mgr.-53.25%), sales representative. **WCOL Columbus; John C. Fergus,** attorney (11.69%), **Robert H. Fergus,** sports car dealer (11.69%), **John H. Gardiner,** insurance agent (11.69%), and **Roger M. Doerr,** mgr. Decatur (Ill.) Pump Co. (11.69%). Announced Nov. 23.

Marion, S. C.—Pee Dee Bcstg. Co. 1430 kc, 1 kw D, remote control trans. P. O. address % **Al G. Stanley,** 514 Goodwin Ave., Lumberton, N. C. Estimated construction cost $16,473, first year operating cost $36,000, revenue $50,000. Principal stockholder is Mr. Stanley (vice pres.-70%), mgr., **WTSB Lumberton.** Announced Nov. 26.

Huntingdon, Tenn.—Robert G. Watson and John M. Latham d/b as The Huntingdon Bcstg. Co. 1400 kc, 100 w unl. P. O. address % Mr. Latham, 1102 West South St., Mayfield, Ky. Estimated construction cost $9,020, first year operating cost $28,000, revenue $42,000. Mr. Watson is mgr., **WKTM Mayfield.** Mr. Latham is 50% owner, **WFWL Camden, Tenn.** Announced Nov. 23.

APPLICATIONS AMENDED

Grants Pass, Ore.—Application of **James O. Wilson Jr. and Jim T. Jackson d/b as Grants Pass Bcstg. Co.** seeking cp for new am on 1270 kc, 1 kw D, amended to specify studio location as "same as trans." Announced Nov. 26.

Gresham, Ore.—Application of **C. H. Fisher and Edna E. Fisher d/b as Multnomah Bcstrs.** seeking cp for new am on 1380 kc, 500 w D, amended to change frequency to 860 kc, change power to 250 w, change type trans., make changes in ant. and ground system and re-describe ant.-trans. and studio locations as 1.1 mi. N. of city center on Cleveland Ave., Gresham. Announced Nov. 26.

Existing Am Stations . . .

ACTIONS BY FCC

KOB Albuquerque, N. M.—FCC by memorandum opinion and order, authorized **Albuquerque Bcstg Co.,** if it so desires, to construct and operate station **KOB Albuquerque,** pending final resolution of its permanent status, in manner set forth in plan submitted in its letter of Nov. 920 kc, 500 w. P. O. address % **William R. Mnich** 19. (See story, this issue. GOVERNMENT section.)

KWRO Coquille, Ore.—Application seeking cp to replace expired cp (which authorized change frequency, increase power, change hours, change ant.-trans. location, operate trans. by remote control and make changes in ant. system) returned. Announced Nov. 23.

CALL LETTERS ASSIGNED

KCMS Manitou Springs, Colo.—Garden of the Gods Bcstg. Co., 1490 kc.

WMMA Miami, Fla.—Frieda Bcstg. Corp., 1260 kc.

WJJC Commerce, Ga.—Albert S. Hardy, 1270 kc.

WRAJ Anna, Ill.—Anna Bcstg. Co., 1440 kc.

KLUE Shreveport, La.—Twin City Bcstg. Co., 1350 kc.

WNBP Newburyport, Mass.—Theodore Feinstein, 1470 kc.

WHMI Howell, Mich.—Livingston Bcstg. Co., 1350 kc.

WCMP Pine City, Minn.—Pine County Bcstg. Co., 1350 kc.

KAGE Winona, Minn.—Winona Bcstg. Co., 1570 kc.

KRNY Kearney, Neb.—Elbert M. Gallemore Sr., 1460 kc.

WHTG Eatontown, N. J.—Harold M. Gade, 1410 kc.

KLTR Blackwell, Okla.—Star Bcstg. Co., 1580 kc. Changed from KBWL.

KOPY Alice, Tex.—Alice Bcstg. Co., 1070 kc. Changed from KBKI.

KZOL Muleshoe, Tex.—Blackwater Valley Bcstrs., 1570 kc.

WLDL La Crosse, Wis.—Lyons Bcstg. Co., 1490 kc. Changed from WLCX.

APPLICATIONS

WSUZ Palatka, Fla.—Seeks mod. of cp (which authorized new am) to make changes in ant. system (decrease height). Announcd Nov. 23.

KWEI Weiser, Idaho—Seeks cp to change from 1240 kc to 1220 kc, increase power from 250 w to 1 kw, change from unl. to D and install new trans. Announced Nov. 23.

KVFD Fort Dodge, Iowa—Seeks authority to determine operating power by direct measurement of ant. power. Announced Nov. 26.

WPAG Ann Arbor, Mich.—Seeks authority to determine operating power by direct measurement of ant. power. Announced Nov. 26.

KHIT Walla Walla, Wash.—Seeks mod. of cp (which authorized new am) to change studio location from 228 E. Main St., Walla Walla, to 6 E. Alder St., and operate trans. by remote control. Announced Nov. 28.

WISK St. Paul, Minn.—Seeks mod. of license and cp (which authorized install DA-D, change station location, change frequency, power, type trans. and ant.-trans. location) to change name to Victor J. Tedesco, Antonio S. Tedesco and Nicholas Tedesco d/b as BVM Bcstg. Co. Announced Nov. 23.

KLAD Klamath Falls, Ore.—Seeks cp to change from 900 kc to 960 kc, increase power from 1 kw to 5 kw, install new trans. and make changes in ground system. Announced Nov. 26.

WBUX Doylestown, Pa.—Seeks cp to increase power from 250 w to 1 kw, install new trans. and DA. Announced Nov. 26.

WRIP Glouccster, Va.—Seeks mod, of cp (which authorized new am) to change ant.-trans. location. Announced Nov. 23.

APPLICATION AMENDED

WFCR Fairfax, Va.—Application seeking cp to increase power from 500 w to 1 kw and install new trans. amended to change ant.-trans. and studio locations to Oak and Second Sts., Fairfax. Announced Nov. 26.

New Fm Stations . . .

APPLICATION

Lockport, N. Y.—Lockport Union Sun & Journal Inc. 99.3 mc, 350 w unl. P. O. address 142 Main St., Lockport. Applicant (licensee, **WUSJ Lockport)** was licensee of **WUSJ-FM Lockport,** deleted Nov. 14, 1952. Announced Nov. 20.

APPLICATION AMENDED

Red Bank, N. J.—Application of **Frank H. Accorsi** seeking new fm amended to change frequency to 100.3 mc. Announced Nov. 23.

Existing Fm Stations . . .

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KFSG-FM Los Angeles, Calif.—Echo Park Evangelistic Assn., 103.5 mc.

KCMS-FM Manitou Springs, Colo.—Garden of the Gods Bcstg. Co., 104.9 mc. Changed from KCMS (FM).

WBOR (FM) Brunswick, Me.—Bowdoin College, 91.1 mc, non-commercial educational station.

WWWS (FM) Greenville, N. C.—East Carolina College, 91.3 mc, non-commercial educational station. Changed from WECT (FM).

APPLICATIONS

KMFM (FM) Mountain Park, N. M.—Seeks cp to change ERP to 33.4 kw, ant. height above average terrain to 255 ft. and change ant. system. Announced Nov. 28.

WJMC-FM Rice Lake, Wis.—Seeks cp to change ERP to 25.83 kw, ant. height above average terrain to 543 ft. and change type trans. Announced Nov. 23.

Ownership Changes . . .

ACTIONS BY FCC

KAIR Tucson, Ariz.—Granted assignment of cp from **William John Hyland III and Dawkins Espy d/b as Pima Bcstg. Co. to Mr. Hyland, Mr. Espy and James H. Duncan d/b as Pima Bcstg. Co.** Mr. Duncan will pay $30,000 for 25%. Announced Nov. 21.

WMIC Monroe, Mich.—Granted assignment of cp from **Charles S. McIntyre, Brouwer D. McIntyre and William D. McIntyre d/b as Radio Station WMIC to McIntyre Bcstg. Co.** Corporate change. Principals continue as ⅓ owners each. Announced Nov. 21.

WRGP-TV Chattanooga, Tenn.—Granted acquisition of control by **Ramon G. Patterson** (present 50% owner) through purchase of 50% stock from **Will Cummings** for $87,000. Announced Nov. 27.

APPLICATIONS

KYOR Blythe, KROP Brawley, KREO Indio, KPRO Riverside, all **Calif.**—Seek assignment of licenses from **Fred E. Carr, trustee in bankruptcy,** to **Imperial Bcstg. System Inc.** for $533,850. Imperial principals: **Fred K. Danzig** (pres.-19%), radio-tv program packager; **Sherrill C. Corwin** (11%), theatre, film interests, and 15% owner, **KAKE-TV Wichita, Kan.; A. Bartlett Ross Jr.** (19%), radio-tv program packager, and **Morris Pfaelzer** (12.5%), theatre interests. Announced Nov. 23.

KARM-AM-FM Fresno, Calif.—Seeks acquisition of positive control by **George Robert Harm and Hattie Harm** as family group through purchase of 50% of stock by Mr. Harm from **Clyde F. Coombs** for $50,000. Mr. Harms and his mother will own 100%. Announced Nov. 26.

KFEL Pueblo, Colo.—Seeks assignment of license from **Frank Donald Hall** to **KFEL Inc.** Mr. Hall will exchange license for 98% ownership of corporation. Announced Nov. 23.

WGHF (FM) Brookfield, Conn.—Seeks assignment of cp from **William G. H. Finch to Eastern Bcstg. System Inc.** for amount of expenses. New corporation will be capitalized in excess of $15,000. **August J. Detzer,** proposed sales manager, will own 50% and Mr. Finch 50%. Announced Nov. 23.

WJSB Crestview, Fla.—Seeks assignment of license from **C. S. Henderson,** Crestview, Fla., to **Everett M. McCrary tr/as Crestview Bcstg. Co.** for $23,500. Mr. McCrary, at present sales manager of automobile agency, Fort Walton Beach, Fla., was at one time gen. mgr. **WATM Atmore, Ala.** Announced Nov. 27.

WYZE Atlanta, Ga.—Seeks assignment of license from **Greater South Bcstg. Co.** to **Atlanta Bcstg. Co.** for $125,000. Equal partners in Atlanta Bcstg. are **Bill R. McRae** (pres.), **George C. Nicholson, Henry W. Lanham, Chester H. Jones** and **Roy V. Harris.** Mr. McRae is vice president-Atlanta mgr., Clarke Brown & Co., radio-tv representative. Mr. Nicholson is attorney and partner in **WAUG Augusta, Ga.** Mr. Lanham is gen. mgr.-⅓ owner, **WTAM Decatur, Ga.** Mr. Harris is attorney. Mr. Jones is partner, WAUG, and has laundry and real estate interests. Announced Nov. 26.

WTAY Robinson, Ill.—Seeks transfer of control from **Keith Moyer, Roger L. Moyer and James Hilderbrand** to **Kathryn Duncan** (40%), **Edwin Phelps Jr.** (40%), and **Edwin Phelps Sr.** (20%) for $63,819. Miss Duncan is Robinson realtor. Mr. Phelps Jr. is gen. mgr. of WTAY and Mr. Phelps Sr. is retired attorney. Announced Nov. 28.

WINT (TV) Waterloo, Ind.—Seeks assignment of cp from **Tri-State Television Inc.** to **Universal Bcstg. Co.** Corporate change. Announced Nov. 23.

WABM Houlton, WAGM-AM-TV Presque Isle, both **Me.**—Seeks acquisition of control by **Harold D. Glidden** through sale of 830 shares of stock from **Harry E. Umphrey** to corporation for $30,000. Mr. Glidden will own 94.8%. Announced Nov. 27.

WKIK Leonardtown, Md.—Seeks acquisition of negative control by each of **William C. Redd** and **James L. Bittner** through purchase of five shares of stock by licensee corporation from **Charles E. Springer** for $2,500. Mr. Redd and Mr. Bittner each will own 50%. Announced Nov. 26.

KRBI St. Peter, Minn.—Seeks assignment of cp from **Gustavus Adolphus College to Gateland Bcstg. Corp.** Total consideration $21,350. Gateland

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principals: **Edward Schons** (50%), 50% owner of **KLIL Estherville, Iowa, 50%, WKAI Macomb, Ill.,** and minority stockholder, **WDUZ Green Bay, Wis.; Mavis Peterson** (33⅓%), secy.-ofc. mgr., KLIL and WKAI, and **William D. Reynolds** (16⅔%), employe, Crown Iron Works, Minneapolis. Announced Nov. 26.

WBKH Hattiesburg, Miss.—Seeks assignment of license from **Benny L. Blackledge Jr.** and **F. M. Smith d/b as Hattiesburg Bcstg. Co.** to **Deep South Radio Inc.** Corporate change. No change in ownership. Announced Nov. 27.

WAIR-AM-FM Winston-Salem, N. C.—Seek assignment of licenses from **Radio Winston-Salem Inc.** to **Forsythe Bcstg. Co.** for $30,764. **J. F. Koons III**, account executive, Midland Adv. Co., Cincinnati, Ohio, is 100% owner of Forsythe. Announced Nov. 28.

KRTV Hillsboro, Ore.—Seeks assignment of license from **Harold C. Singleton tr/as Tualatin Valley Bcstrs.**, to **Tualatin Valley Bcstrs. Inc.** Corporate change. No change in ownership. Announced Nov. 28.

WSCR Scranton, Pa.—Seeks transfer of control from **David M. Baltimore** to **WBRE-TV Inc. (WBRE-TV Wilkes-Barre, Pa.)** for exchange of stock. Baltimore family owns WBRE-TV. Announced Nov. 28.

WKBJ Milan, Tenn.—Seeks assignment of license from **Hubert P. Clemmer, W. G. Denney, Guy Harwood, Ben I. King and Bryant Cunningham d/b as West Tennessee Bcstg. Co.** to **Hubert P. Clemmer, W. G. Denney, Guy Harwood, Ben I. King, Bryant Cunningham and Jack C. Merrill d/b as West Tennessee Bcstg. Co.** Mr. Merrill is buying 16⅔% interest for $5,000. Announced Nov. 23.

KTXN Austin, Tex.—Seeks acquisition of positive control by **Robert N. Pinkerton** through purchase of 25% interest by **Mr. Pinkerton** and **Edgar B. Pool** from **Elsie Moselle Stewart** for **$15,000.** Mr. Pinkerton, present 50% owner, will own 66⅔% and Mr. Pool remainder. Announced Nov. 23.

KENN Kenedy-Karnes City, Tex.—Seeks assignment of license from **Charles W. Balthrope** to **The Camel Co.** for $18,429. Mr. Balthrope will be president-96% owner. Announced Nov. 27.

KVKM Monahans, Tex.—Seeks transfer of control from **Joe Vandiver** and **G. C. Greenlee** to **J. B. Walton** and **Helen Winborne Walton** who are buying 64% for $30,000. Waltons have ranching and oil properties. Announced Nov. 26.

WRAP Norfolk, Va.—Seeks assignment of cp from **Rollins Bcstg. of Virginia Inc.** to **Rollins Bcstg.-Telecasting of New York Inc.** Corporate change for purpose of consolidating management of WRAP and **WNJR Newark, N. J.** Both firms are wholly-owned subsidiaries of Rollins Bcstg. Inc **(WAMS Wilmington, Del.; WJWL Georgetown, Del.; WBEE Harvey, Ill.; WIRI Indianapolis; WPTZ (TV) Plattsburgh, N. Y.).** Announced Nov. 23.

WRVC (FM) Norfolk, Va.—Seeks assignment of license from **Larus & Bro. Co.** to **Virginia Good Music Corp.** for $13,500. One-third owners of Virginia Good Music are **John D. Robers Jr., Norman C. Willcox** (pres.) and **Charles G. Massie Jr.** Mr. Massie and Mr. Willcox are present minority stockholders and employed as program director and commercial mgr., respectively. Announced Nov. 26.

KFRB Fairbanks, Alaska—Seeks assignment of license from **William J. Wagner tr/as Alaska Bcstg. Co.** to **Fairbanks Radio Bcstrs. Inc.** for $80,000. Principals in Fairbanks Radio are **Robert D. Byers** (pres.-23.36%), air transportation interests, and **A. G. Hiebert** (vice pres.-23.36%), pres. and minority stockholder, **KTVA-TV Anchorage** and **KTVF-TV Fairbanks.** Announced Nov. 23.

KIBH Seward, Alaska—Seeks assignment of license from **William J. Wagner tr/as Alaska Bcstg. Co.** to **Seward Bcstg. Corp.** for $40,000. Equal owners of Seward Bcstg. are **R. E. Baumgartner** (pres.), attorney; **Jacque E. Roth,** Seward bank v.p.-mgr.; **Lawrence Urbach, Seward** retail clothier; **Meryl A. Bass,** corresponding secretary, Seward Chamber of Commerce; **Ray J. James,** owner of Seward construction firm; **John W. Jeffrey,** agent, Seward steamship firm: **Joseph B. Deisher,** M.D., Seward; **Walter B. Blue,** Seward high school teacher, **and A. G. Hiebert** (see **Fairbanks** application above). Announced Nov. 28.

KHON Honolulu, Hawaii—Seeks involuntary assignment of license from **Aloha Bcstg. Co.** to **William V. Pacheco and Allen R. Hawkins,** co-commissioners (court-appointed), who will hold foreclosure sale. Announced Nov. 27.

Hearing Cases . . .

FINAL DECISION

KNBY Newport, Ark.—FCC announced its decision of Nov. 19 denying application of Newport Bcstg. Co. to change frequency of station KNBY Newport from 1280 kc to 730 kc, continuing operation with 1 kw D without prejudice to filing by Newport of application for such change subject to its utilization of directional antenna array to protect existing stations in accordance with Commission's rules and technical standards; dismissed as moot request of **KTRY Bastrop, La.,** to reopen record and add issue (Docket 10883; BP-9081). By separate order of same date, Commission denied motion of Newport to strike exceptions and supporting brief of Morehouse. Announced Nov. 23.

OTHER ACTIONS

WGMS-AM-FM Bethesda, Md.-Washington, D. C.—FCC by order of Nov. 21, pursuant to direction of Court of Appeals, ordered that on or before Nov. 26 license and cp of WGMS Bethesda and license of WGMS-FM Washington be reassigned by **RKO Teleradio Pictures Inc.,** to **The Good Music Station Inc.,** and, accordingly, effective date of Commission's action granting assignment at issue is postponed to effective date of Commission's decision after hearing unless prior to that time Commission, upon being relieved by court of obligation to stay effectiveness of grant, shall find that public interest requires that grant remain in effect (Docket 11821; BAPL-114; BALH-236). Comrs. Hyde and Bartley concurred in action taken herein. Announced Nov. 21.

Irwin, Pa.—FCC by order of Nov. 21 granted petition by **WCAE Inc.** for immediate stay of further proceedings in Irwin ch. 4 comparative hearing case, to extent that hearing now scheduled for Dec. 3 is continued to Dec. 17, so that Commission may have opportunity to carefully consider arguments made in WCAE's Nov. 16 petition for reconsideration of Nov. 9 order and in any oppositions and replies which may hereinafter be filed (Dockets 7287 et al.). Announced Nov. 21.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Mexican broadcast stations modifying appendix containing assignments attached to recommendations of North American Regional Bcstg. Agreement Engineering Meeting Jan. 30, 1941.

Mexico Change List #196 September 29, 1956

960 kc

XEDF Nuevo Laredo, Tamaulipas—Correction in operating characteristics. 5 kw D 1 kw N, DA-1 unl., Class III. 12-29-56.

1300 kc

XEYJ Nueva Rosita, Coahuila—Correction in call letters. 1 kw D 100 w N unl., Class IV. 9-29-56.

1400 kc

XEJL Guamuchil, Sinaloa—New. 1 kw D 250 w N unl., Class IV. 3-29-57.

1490 kc

XEAL Manzanillo, Colima—New. 500 w D 250 w N unl., Class IV. 3-29-57.

1550 kc

XEJJ Jalapa, Veracruz—Change in operating characteristics. 10 kw unl., Class I-B. 9-29-56.

XEXO Nuevo Laredo, Tamaulipas—Change in classification. 50 kw D DA-N. Class II. 9-29-56.

1320 kc

XERN Montemorelos, Nuevo Leon—Change in call letters. 250 w D 100 w N unl., Class IV. 9-29-56.

Mexico Change List #197 October 29, 1956

680 kc

XEFJ Teziutlan, Puebla—New. Change from 1330 kc. 1 kw DA-N unl., Class II. 4-29-57.

970 kc

XEYA Irapuato, Guanajuato—Delete assignment. 1 kw D 100 w N unl., Class III-B. 10-29-56.

1260 kc

XEKP Ojinaga, Chihuahua—New 500 w D 100 w N unl., Class IV. 4-29-57.

1330 kc

XEFJ Teziutlan, Puebla—Delete assignment. Changed to 680 kc. 1 kw D 100 w N unl., Class IV. 10-29-56.

1430 kc

XEKR Nueva Rosita, Coahuila—Change in call letters from XERN. 100 w unl., Class IV. 10-29-56.

1450 kc

XENW Culiacan, Sinaloa—Change in call letters from XEGF. 250 w. unl., Class IV. 10-29-56.

Routine Roundup . . .

November 21 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Broadcast Bureau—Granted petition for extension of time to Nov. 23, to file exceptions to initial decision re **WMEX Boston, Mass.,** for renewal of license. Action Nov. 20.

Mid-West T.V. Corp., Indianapolis, Ind.—Granted petition for extension of time to Nov. 26, to file reply to "Oppositions to Petition to Reopen Record and for Leave to Amend Application of **Mid-West T.V. Corp.**" filed by **Indianapolis Bcstg. Inc., WIBC Inc.** and **Crosley Bcstg. Corp.,** in ch. 13 proceeding, Indianapolis, Ind. Action Nov. 20.

Broadcast Bureau—Granted petition for extension of time to Dec. 4, to file comments to "Petition to Enlarge Issues" filed by **Dept. of Education of Puerto Rico,** in ch. 3 proceeding, Mayaguez, P. R. Action Nov. 20.

By Chief Hearing Examiner
James D. Cunningham

Hamlet, N. C.; Palmetto, Bradenton, Key West, all Fla.—Ordered that hearings shall commence Feb. 13, 1957, in following am proceedings: **Risden Allen Lyon,** Hamlet; **Gulf Isles Bcstg. Co.,** Palmetto, and **Sunshine State Bcstg. Co.,** Bradenton; **Ken-Sell Inc.** and **Florida Keys Bcstg. Corp.,** Key West (Dockets 11858-9; BP-10242, 10603). Action Nov. 19.

By Hearing Examiner H. Gifford Irion

Groton, Conn.; Bridgehampton, N. Y.—Ordered that record in proceeding on applications of **Lawrence A. Reilly** and **James L. Spates,** Groton, and **The Thames Bcstg. Corp.,** Bridgehampton, is reopened and that further hearing will be held Nov. 26, at 2:30 p.m. Action Nov. 19.

WDVM Pocomoke City, Md.—Granted petition for leave to amend (together with amendment of such petition) to specify directional antenna with power of 1 kw instead of nondirectional operation, and application, as amended, is removed from hearing docket. Action Nov. 19.

November 23 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Broadcast Bureau—Granted petition for extension of time to Nov. 28, to file exceptions to initial decision in proceeding on am applications of **Courier-Times Inc.,** New Castle, Ind., and **WSLM Salem, Ind.** Action Nov. 21.

Broadcast Bureau—Granted petition for extension of time to file oppositions or comments to **Lake Huron Bcstg. Corp.,** Saginaw, Mich., "Petition to Enlarge and Clarify Issues," in ch. 12 proceeding, Flint **(WJR, The Goodwill Station Inc.,** *et al.*); time extended to date 15 days after final action is taken on Lake Huron's appeal from order of Chief Hearing Examiner disallowing intervention. Action Nov. 21.

By Chief Hearing Examiner
James D. Cunningham

Beaumont, Tex.—Denied petition of W. P. Hobby to intervene as party in ch. 6 proceeding, Beaumont **(The Enterprise Co.** and **Beaumont Bcstg. Corp.).** Action Nov. 20.

By Hearing Examiner Herbert Sharfman

Pachuta, Laurel, Miss.—On oral request of counsel for applicants, and without objection by Broadcast Bureau, ordered that hearing is further continued from Nov. 26 to Jan. 14, 1957, re applications of **WCOC-TV Meridian, Miss.,** for mod. of cp to operate on ch. 7 in Pachuta in lieu of ch. 30 in Meridian, and **Laurel Television Co.** for new tv station to operate on ch. 7 in Laurel. Action Nov. 20.

Indian City Bcstg. Co., Anadarko, Okla.—Granted request for continuance re its am ap-

Continues on page 133

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RADIO

Help Wanted

New group ownership has just taken over 1kw fulltime station operating studios in two prosperous towns of 25,000 and 20,000 in Gulf Coast Texas area. We are reprogramming and restaffing and need chief engineer, sales manager, salesmen, announcer-salesman, announcer-copywriter. Top pay, incentive bonus, insurance plus promotion opportunities in six station group. Write full details first letter. Box 525C, B•T.

Managerial

General manager—for well established regional radio station southeast. Excellent opportunity for aggressive man who knows how to sell and can encourage others to likewise. Give complete resume and qualifications in first letter. All replies strictly confidential. Box 548C, B•T.

Help wanted: Commercial manager wanted for southern California independent. State experience and sales record first letter. This is an immediate opening. Box 591C, B•T.

Local sales manager wanted by central Illinois radio station, city over 100,000. Reply Box 596C, B•T.

Sales manager—strong on sales for major Ohio market. Real financial opportunity for right man. Please write full details to Box 602C, B•T.

Sales manager or salesman. One of America's most progressive and fastest growing station representatives is looking for a man with proven experience to manage its midwest office. The successful applicant will have had experience selling either local radio and/or television time or has had equivalent experience with a national spot representative. In your application state your past and current affiliations and what compensations you would expect. Address your reply to Ted Oberfelder, 60 East 56th Street, New York 22, New York.

Salesmen

Top-notch salesman for south Florida high power independent. Send complete details, references, first letter. Excellent compensation for proven producer. Box 458C, B•T.

RADIO

Help Wanted—(Cont'd)

Salesmen

Good salesman with considerable experience in small markets as assistant to station manager. Good base salary plus percentage override on station billing. Station located in prosperous small city of 25,000 in Gulf Coast Texas area with remote studios in adjoining town of 20,000. No competition, only station in market. Unlimited earning opportunity for aggressive hard worker with ideas for small market radio. Write giving previous experience and current earnings. Box 522C, B•T.

Opportunity for experienced salesmen. Good market. Good deal. KFRO, Longview, Texas.

KPOK, Scottsdale, Arizona, with personalities, power, and prestige offers prodigious potential for producer. Send resume, references, photograph to Dick Gilbert.

Salesman: Salary plus commission. Car necessary. Send full information, photo, references and tape if available to KSCB, Liberal, Kansas.

Top salesman, liberal salary, commission, car allowance. Send full particulars and photo to Bob Murray, KWG, Stockton, California.

Salesman, immediate opening. Experienced local sales, write own copy, weekly salary guaranteed. WKTL, Kendallville, Indiana.

Announcers

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

$350 per month. 48 hour week. Married men only. Minimum 2 years experience. Send full details, tape and references to Box 343C, B•T.

1st class engineer-announcer. No experience necessary. Will train on job. Northeast. Immediate opening. Box 441C, B•T.

Florida coast station needs good pop DJ. Send short tape of show, commercials, news. $100 a week to start. Box 459C, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Girl disc jockey, age 21 to 25, attractive with good voice. Send recent picture. Box 471C, B•T.

Announcer ready for sales and programming; $90. South-southwestern location. Box 489C, B•T.

Announcer-salesman. Have you ever wanted to be manager of your own radio station? We currently operate only station in prosperous Texas city and plan to open remote studios in town of 20,000 people only 15 miles away with no station. You live there, sell time, write copy and announce your own program twice daily. Tremendous opportunity for a real hustler to make himself between $6,000 and $10,000 base plus percentage of billing. Small town radio experience essential. Write giving full background. Box 523C, B•T.

Announcer, first-class ticket. Accent on voice, Good deal for right man in wonderful Idaho, sportsman's paradise. Experienced, solid man to grow with expanding organization. Resume, tape to Box 554C, B•T.

Announcer with first class ticket. Southwest daytime music-news station. Opportunity with expanding organization. Send resume, tape to Box 557C, B•T. All tapes returned immediately.

Southern station needs first ticket-announcer and straight announcer. Permanent. Pay good. Box 592C, B•T.

Long established station located Carolinas needs good announcer holding first class license. Minimum salary over $400 monthly plus benefits. Box 600C, B•T.

Solid staff man for small market station in Pennsylvania. Desire a man who knows and likes small town radio and small town life. Above scale pay plus genuine opportunity for advancement for the right man. Include photo, 7½ tape with more than just a newscast on it, and experience details with your reply. Box 630C, B•T.

Experienced announcer desiring sales opportunity, chance to advance. Interview required. Start $75.00. KBUD, Athens, Texas.

Experienced combo man, first phone, interested in sales, all-around local operation, qualified to advance to managerial position. Send details, tape. KCRE, Crescent City, California.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Help wanted-announcer. News-deejay, immediate addition to staff. Must be able to cover local news beat, write and announce news and double on bright morning deejay show. 5000 clear channel top station. Don't apply unless much better than average. Salary $5,500 to $6,000 to start. Rush tape including news, personality deejay and adlib. Include full background, picture, references, personal data. Bob Brabbon, Program Director, KGDM, Stockton, California.

Experienced announcer, who can handle adlib, run a top DJ night show, and opportunity to sell. Send tape-resume-salary and recent picture. Kerm Kath, KGOS, Torrington, Wyoming.

Wanted: Experienced announcer, network station. Contact Radio Station KLIC, Dr. F. P. Cerniglia, Monroe, Louisiana.

Immediate opening for experienced commercial announcer. Prefer man with midwest or western experience. Airmail all details to Personnel Director, KOA-Radio, Denver.

Announcer: Good salary. Experience preferred but not necessary, ability a must. Send full information, tape, photo and references to KSCB, Liberal, Kansas.

Announcer—must be strong for hard hitting music and news daytime Piedmont North Carolina. Some knowledge classical desirable. Tape and resume immediately. Sandy McClamroch, WCHL, Chapel Hill, North Carolina.

Announcer-engineer. 1st phone announcer, short hours good pay for right man, permanent position. Send tape, and photo to WDKD, Kingstree, S. C. Telephone 6761.

January 15th WDIX will have an opening for radio air-salesman. This is 5kw established operation in an excellent small town where segregation will continue another 50 years. There's good fishing, hunting, golf, excellent schools and supervised playgrounds, beaches and mountains near year-round resort weather, vacations with pay, profit sharing, group hospitalization and salary insurance your option. We require first phone. Send tape, photo, biography, salary desired to WDIX, Orangeburg, South Carolina.

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RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Clear channel announcer. Staff audition at WLW, Cincinnati. "The Nation's Station" if off and running with a completely revamped local program schedule loaded with personality shows, remotes and souped up news. Prefer experienced newscaster-writer who can handle interviews, audience. Must be able to sell on the air. Submit 7½ tape with news, commercials, adlib about self. Also resume and photo. To Program Manager, WLW, Cincinnati 2, Ohio.

Sports director needed at once. Football, basketball play-by-play, some staff. Contact Program Director, WMAN, Mansfield, Ohio.

Increasing our staff. Must have minimum one year commercial station experience. Send complete details and tape to WNXT, Portsmouth, Ohio.

Experienced combo man. Must be capable announcer and have knowledge of technical maintenance with first class ticket. Contact Bill Stewart, WPBC, Minneapolis, Minn.

We're expanding . . . top pay for hot shot personality DJ's preferably with show biz or musical background. Storz Stations top rated in Omaha, Kansas City, Miami, New Orleans and Minneapolis. Air tape and resume to Todd Storz—Kilpatrick Building, Omaha, Nebr.

Technical

Experienced chief engineer for 1000 watt directional station in Louisiana. Box 537C, B•T.

First ticket, good maintenance engineer, with fair voice, for big market am-fm. Opportunity to become chief. Full details first letter. Box 563C, B•T.

Chief engineer for fulltime 1kw in prosperous Gulf Coast Texas city of 25,000 people. Lots of sunshine, ideal living conditions in friendly community. Good base salary, annual bonus, health insurance. Other benefits. Immediate opening. Write giving full background. Box 524C, B•T.

Immediate opening for a qualified chief engineer familiar with daytime remote control, night-time directional operation. 1000 watt RCA equipment. Pleasant living and network conditions in medium-sized community Washington-Baltimore area. No board work. We're ready to talk terms. For interview, write giving full information, experience, personal data, recent photograph, references and salary expected. Box 579C, B•T.

Chief engineer—DJ combination. Must be able to handle 5kw am transmitter and be good DJ. Capable, steady man with reliable habits and good references can make good money. Start at $500.00 if can qualify. Two openings, one in California and other in Pacific northwest. Send complete information, picture and experience, references and tape. In hurry. Reply Box 615C, B•T.

First class engineer-announcer combination man for progressive am-fm combination—excellent opportunity strong independent—will pay price for right man. Box 623C, B•T.

New station needs combination man first class ticket, good engineering background and excellent voice. Send details and tape. Good salary. KAFA, Box 762, Colorado Springs, Colorado.

Engineer-announcer. KBMN Radio, Bozeman, Montana. Engineer must be proficient and have good voice. Salary commensurate with ability. Send audition tape, full particulars, and recommendations to KBMN, Bozeman, Montana.

Have immediate opening for daytime operation. Apply Clint Formby, Manager, KPAN, Hereford, Texas.

Wanted: combo 1st phone, top pay, daytime station. Send tape and picture to WBKV, West Bend, Wisconsin.

First class engineer . . . combo man preferred but not obligatory. New five thousand watt operation in New York State's beautiful north country. Send background, references, WEAV, Plattsburg, New York. Car Necessary.

RADIO

Help Wanted—(Cont'd)

Technical

Need immediately two engineers, first phone, transmitter, no announcing. Contact WHLM, Bloomsburg, Pennsylvania.

Daytime kilowatt has opening for first class engineer. Ability to announce helpful but not essential. Paid vacation, hospitalization plan. Air conditioned. Send details, expected salary. Chief Engineer, WLPO, LaSalle, Illinois.

Experienced engineer with 1st class license for maintenance, recording and construction. WPIK, Alexandria, Virginia.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Wanted: Chief engineer, WVOS, Liberty, N. Y. Call collect.

Engineer-announcer, immediately. Call Liberty 1680, WVOS, Liberty, N. Y.

Am-fm chief engineer, experience in installation, construction, maintenance in both equipment, servicing of studio and directional arrays. Photo background and salary first letter. Address all correspondence to: Corporacion Radiofonica Nacional, P. O. Box 347, Maracaibo, Venezuela.

Programming-Production, Others

News director—challenging local news job open in extremely active news market. Outstanding kilowatt independent offers real news opportunity and good salary to experienced, aggressive, mature newsman. Box 570C, B•T.

Program director—outstanding kilowatt indie with top ratings and excellent staff wants family man with PD experience. Administrative and creative ability paramount. Box 571C, B•T.

Ready to move up? You've got ideas? You're a good announcer but are convinced you'd be the program director if given a chance? You may be the man we want. We've got a job for a man 35 to 45 in a pleasant, rapidly growing area near Washington-Baltimore. Network-affiliated but with aggressive local programming policy. Interested? Write immediately! We're ready! Give full data first letter, experience, salary expected, recent photo. Send tape. We'll return it if not hired. Box 578C, B•T.

Immediate opening for experienced newsman qualified in reporting, writing, editing. No air work. Prefer man with midwest or western experience. Airmail complete details to Personnel Director, KOA-Radio, Denver.

Newsman who can dig, write, local news. Crusader. Experienced, tho not essential if you like news. Opening December 20th. Phone, write or wire, KOEL, Oelwein, Iowa.

Girl Friday experienced in copy, traffic, secretarial. Contact Bob Murray, KWG, Stockton, California.

Copywriter: Prefer experienced woman for CBS am-tv operation. Reply to Manager, WARD-AM-TV, Johnstown, Pa.

Wanted immediately, continuity writer able to do parttime announcing. Please send resume, tape and starting salary. WCLA, Box 87, Petersburg, Virginia.

Register with us for better jobs! Nationwide service. Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

RADIO

Situations Wanted

Managerial

Station manager—long, thoro experience. Strong on sales, energetic hard worker. Efficient management, gets things done. Good business builder. Dependable, nondrinker, high character. Know and prefer southern markets. Available immediately. Box 336C, B•T.

Successful 36-year old radio station operator desires new location in 1957. Civic-minded, manage, sell, announce, work and make money. All offers confidential. Box 443C, B•T.

General manager, ten years experience all phases, first phone, married, car, 30. Let's reciprocate information. Box 535C, B•T.

Management problems? Over 20 years profitable radio management experience available your station. Desire management contact. Box 598C, B•T.

Manager-sales manager: From $54,000 yearly loss to good profit, my record for past three years in major market. My owner sold, capital gains; new owner to operate. Available. Opportunity to present my record will be appreciated. Box 613C, B•T.

Manager—excellent management and sales record. Employed same top regional affiliate. Finest local, agency and industry references. Confidential. Box 616C, B•T.

Executive—twenty years solid administrative experience in both sales and programming, network and local levels, currently employed in New York, seeks top position with established organization. Twelve years with present affiliation, but wishes to relocate in smaller community. Mature, imaginative, hard worker. Salary secondary to possibilities for growth and pleasant living conditions. Outstanding references. Box 621C, B•T.

Sales manager-manager. Successful sales record. Creative selling. College. Responsible. Loyal. Economy minded. Cooperative. Sports and special features. Presently sales manager. Box 622C, B•T.

Assistant manager eight years radio wants managerial post. Young executive, 34, family, excellent air work. Box 624C, B•T.

Salesmen

Attention: Wisconsin-Illinois-Minnesota. Two jobs for the price of one. Announcing and sales. Radio and tv. 5 years experience, all phases. Desires am or combination operation. Accent on sales. Top Announcer. Box 628C, B•T.

Announcers

Personality-DJ—strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 575C, B•T.

Top Pulse rated DJ-country and pop—available January 1. Also excellent news and all-around announcer—10 years experience—family—reliable. Box 594C, B•T.

Hi, northeast! Looking for a personality DJ? Over 2 years experience, currently employed. Third ticket, vet, car, single, 26. $85 with opportunity. Box 595C, B•T.

Needs more work. Sportcaster with 10 years experience and not enough to do. Regional net. play-by-play. Currently working 3rd market. Sponsored. Prefer East. Box 605C, B•T.

Basketball announcer did 83 games past season including major university. Box 610C, B•T.

CONTINUITY AND TRAFFIC JOBS OPEN

AT

CALIFORNIA NETWORK TV

Two positions open in California vhf network located in medium market on California coast. Outstanding opportunity to the right girl, experienced in TV traffic (Cardex System). Also need versatile, experienced, detail-minded continuity writer (man or woman). Send full details, all references, photo and samples first letter.

BOX 581C, B•T

RADIO

Situations Wanted—(Cont'd)

Announcers

Six years radio programming and announcing—one year television on-camera, news weather, commercials—resume and tape on request. Box 632C, B•T.

Basketball announcing veteran—scholastic, collegiate. Guaranteed satisfaction. Sports stations reply. Box 611C, B•T.

Staff announcer—schooled in radio and tv. Desires midwest location. Available immediately. Strong commercial delivery. College background. Box 625C, B•T.

Disc jockey combo man, presently employed metropolitan area, own show, prefer east coast. Box 428, 1474 Broadway, N. Y. C.

Looking for help? Write us! We have the "right" person for the "right" position! Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

Technical

1st phone, 4 years 5kw experience, desires permanent position kw or better. Married. Box 128A, RFD 11, Ludlow, Vermont.

Programming-Production, Others

Trained, experienced, single, male, 32 . . . experienced all programming . . . far north, deep south . . . anywhere. Car. Two weeks notice . . . samples on request. State salary first letter. L. Greene, P. O. Box 37, Denison, Iowa.

Idea man, now in agency copy. Job may terminate soon. Box 601C, B•T.

TELEVISION

Help Wanted

Salesmen

Wanted: Television time salesman who can also do some on-camera work. Excellent opportunity in most beautiful section of Texas. We want a man who is on the way up, and who wants to be a part of our area. Must have car and be willing to work. Write Richman Lewin, Vice President and General Manager, KTRE-TV, Channel 9, NBC-TV, Lufkin, Texas. (Prefer man from southwest but will consider others.)

Announcers

Need qualified staff announcer. Prefer southwesterner or midwesterner. Would consider experienced radio announcer seeking opportunity with permanence and excellent living conditions. Complete details should include picture, tape, minimum salary. Manager, KSWS, Radio and TV, Roswell, New Mexico.

Technical

Technician with first class license for Gulf Coast vhf station. Emphasis on operating ability. Salary dependent on experience. Send resume, photo and references. Box 606C, B•T.

Transmitter supervisor, eastern vhf network affiliate. Assume responsibility for supervision and operation of DuMont installation. Reply in full, Box 619C, B•T.

Experienced tv transmitter operator for station in medium midwest market. Scale depends upon experience. Box 620C, B•T.

Immediate opening for technically minded studio engineer with first class license and at least two years experience. Send resume of experience, education and recent photo to Engineering Department, WNBF-AM-FM-TV, Binghamton, New York.

Studio technician—must be resident course graduate of recognized technical school. Prefer man with previous broadcast experience. FCC first class radio-telephone licensed required. Camera pushers and producers need not apply. Send resume with recent photo to Chief Engineer, WTVN-TV, 753 Harmon Ave., Columbus, Ohio.

TELEVISION

Help Wanted—(Cont'd)

Technical

Engineer, first class license, for network vhf affiliate, studio and transmitter. Contact Chief Engineer, WXEX-TV, Petersburg, Virginia.

Experienced studio maintenance man for Florida basic CBS station. One familiar with 3V color equipment preferred. State experience and minimum starting salary first letter. Engineering Dept., P. O. Box 1198, Tampa, Florida.

Chief engineer—small new vhf, Casper, Wyoming. Air date February 1, 1957. Send resume to Harriscope, Ind., 355 North Beverly Drive, Beverly Hills, California.

Programming-Production, Others

Wanted immediately. Experienced tv continuity writer. Salary open. Send experience, resume and references to Tom Matthews, WNEM-TV, Bay City, Michigan.

Situations Wanted

Managerial

Experienced general manager, or sales manager. Young, aggressive, with outstanding sales record and excellent industry references. Have constructed money making tv station. Am currently looking for challenging position where fine sales, organization and administrative experience can be utilized. Box 389C, B•T.

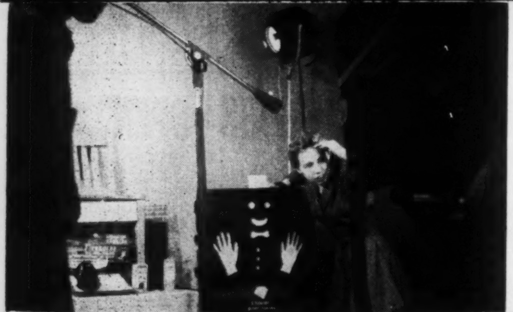
Sales manager-manager: There's no substitute for experience! Earning figures substantiating over $100,000 yearly personal sales selling radio intangible. Also, tv experience. Now employed but looking for tv sales manager-manager future. Opportunity to discuss and negotiate appreciated. Box 614C, B•T.

Announcers

Announcer, MC, 4 years experience all phases tv, desires greater opportunities in large market. Box 347C, B•T.

CHICAGO
HOLLYWOOD
PORTLAND

TELEVISION PRODUCTION EXPERIENCED



Professionally trained, well qualified Personnel. Classes in TV Production have just completed their training in three of our four schools' completely equipped studios. A Portland Television Production class is pictured here. Highly trained adaptable people for all phases of TV production are now available in YOUR area. Call Northwest FIRST! Write, wire or call, John Birrel, Employment Counselor, for immediate details.

NORTHWEST
RADIO & TELEVISION
SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland
HO 4-7822
CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue
DE 7-3836
WASHINGTON, D. C. . . . . . 1627 K Street N. W.
RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

News director. Best background, top references. Would work as staff member; not interested in small-time operation. Prefer northwest. Box 593C, B•T.

Agencies—tv stations, Looking for rare species of sales-minded continuity writer, experienced radio, tv, newspaper? Box 608C, B•T.

Film director of large eastern station would like position in midwest or west. Eight years tv film experience. Film experience—production, direction, etc., twenty year. Illness in family necessitates move. Box 609C, B•T.

Young woman experienced on-camera, production and administration desires immediate on-air promotion or programming position northern vhf. Box 617C, B•T.

Television newscaster. Three years television-radio announcing. News reporter, writer. Play-by-play sports. Now employed Texas radio-television station. Midwest university graduate. Box 627C, B•T.

Production manager: 7 years experience in tv medium, all phases, studio, film, photography, directing, corelating, switching, engineering. and package producing, would like position with future. Please state salary. Box 629C, B•T.

ADVERTISING AGENCY

Situations Wanted

Many years experience includes: Sales, client contact, direction and creative in tv, radio, film, agency, network. Reliable, best references. Contact me in N. Y. week of December 3rd, through B•T N. Y. office. Box 626C, B•T.

FOR SALE

Stations

Northeast single station market, $36,000—half cash. Must sell quick. Box 333C, B•T.

For sale: Prosperous, Texas, 250 watt with good gross. Prospects for next year good. Box 599C, B•T.

Florida coastal growing secondary market, $50,000. Terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Texas County Seat. Near Big Dallas. Progressive, aggressive, small city. Well-established AM operation. Ralph Erwin. Broker. No information by telephone.

South Texas. Established AM operation. Absentee owned. City of 10,000-plus. Ralph Erwin. Broker. No information by telephone.

Southwest Diversified Center. Recreational, industrial, military. Year-round recreation facilities attract over 5-million visitors annually. Market in excess of 70,000. Requires $22,500 cash to handle. Ralph Erwin: Broker. 1443 South Trenton: Tulsa. No information by telephone.

Southwest cultural center. Fine college, two private schools, plus active military facility. Delightful mild year-round climate. Active community, served by two main-line railroads. Takes $15,000 cash to handle. Ralph Erwin. Broker. No information by telephone.

Southwest—100 single station—fulltime. Opportunity for owner-manager. $10,000 down. Write Bob Hoskinson, 331-34 Oklahoma Natural Building, Oklahoma City, Oklahoma. Knapton Business Brokers.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control **and set FCC** spares. Write or wire **Box 964A,** B•T.

For sale—one Redifon G 40 transmitter 500 watt. Phoen, CW or MCW. 230 volts 50-60 cycles single phases. .525 to 2.1 mcs and 6.5 to 21 mcs. Suitable small broadcast or communications. Inquiries invited to Box 607C, B•T.

FOR SALE

Equipment

Approved am broadcast frequency monitor, Western Electric Model 1-C, $75. KLEX, Box 341, Lexington, Missouri.

2 complete RCA field camera chains including cable and switcher. We purchased for closed circuit programs prior to hearing which we lost. Practically brand new. Will sell for 75% of cost. Contact Bill Antony, KWKH, Shreveport, La.

For sale: Gates remote control RCM-14 unit with metering system. Just taken out of service due to move to transmitter. WCVS, Springfield, Illinois.

Five RCA 44 BX mikes. Two of these were new in 1955; the other three have been factory repaired in past year. All have been used only in our studios. Price—$90.00 each or $420.00 for the lot. Write Chief Engineer, WCUE, Akron 8, Ohio.

Commercial Crystals and new or replacement crystals for RCA, Gates, W. E. and Bliley holders; regrinding, repair, etc. Also A.M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR3-3901, Temple, Texas.

For sale: One 500 watt am transmitter, type RCA BT 5G, complete with console and plate transformer; equipped to broadcast on any frequency for 535 to 1600kc. Excellent condition—never been used. For inspection or additional information, contact Bruce Linton, School of Journalism, University of Kansas, Lawrence, Kansas. Bid Blanks may be obtained from William F. Perkins, Director of Purchases, State House, Topeka, Kansas. Proposals will be received until 2:00 p.m. of December 27, 1956, and then publicly opened. Right is reserved to accept or reject any or all bids or parts of bids and to waive information therein. Signed: William F. Perkins, Director of Purchases.

WANTED TO BUY

Stations

New station to be erected. Wanted engineer with capital to become partial owner. West Virginia market. Box 326C, B•T.

Desire to purchase small single station in southeast or far west. Station owner. Box 442C, B•T.

Immediate interest: Seeking station buy within approximately 100-mile radius N. Y. C. Send information. Box 590C, B•T.

Wanted immediately: Financially responsible party interested in 250 to 5000 watt operation in south or southeast. Replies confidential. Box 603C, B•T.

Wanted: Single station vicinity New York. Principals only. Reply in confidence to Box 604C, B•T.

Wanted to buy. Small station in Arkansas or Oklahoma. Write P. O. Box 555, Fort Smith, Arkansas.

WANTED TO BUY

Equipment

Wanted to buy: One used 1kw AM transmitter for standby for cash. Send details and price. Box 907A, B•T.

320 foot tower in good condition. Prefer guyed but will consider self-supporting. State price, **whether crated,** condition. Box 261C, B•T.

Wanted: 5 kw transmitter and auxiliary equipment. Also 300 foot tower. Box 327C, B•T.

Ampex 450 tape play-back unit or other make 8 hour play-back machines. Box 466C, B•T.

Used disc recorder, or overhead recording mechanism. State type, condition, accessories and price. WLBN, Lebanon, Kentucky.

Wanted immediately—used disc recorder. State price and make. Tony Marturano, Box 550, Rome, New York.

Wanted: Used high power microwave tv cover 180 miles. Used channel four three bay antenna. Hector Balcazar, Apartado No. 1762, Mexico City, Mexico.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Salesmen

ACCOUNT EXECUTIVES

Top-notch 1000 watt fulltime independent in Indiana's second market looking for two account executives for January 1st starting date. This is sales force addition brought about by increased business and part of planned 1957 station expansion. Our Account Executives are averaging $10,000 and better yearly. Guaranteed draw against 15%. These are top sales positions backed by promotion and merchandising—so do not answer unless you are an account executive in the true meaning of the word. Write full details and minimum starting draw to Boyd W. Lawlor, Manager, Radio Station WWCA, Hotel Gary, Gary, Indiana.

SOUTHWEST VHF TELEVISION STATION

SINGLE STATION MARKET

Metropolitan-cosmoplitan market in excess of 100,000. Trans-continental gateway city, direct access by air, deluxe train, express bus. Delightful climate, palm trees and semi-tropical flora in profusion. Station fully established, generous daily schedule. Absentee-owned. Cash requirement is $100,000. Written inquiries from qualified principals are cordially invited.

RALPH J. ERWIN, BROKER

1443 South Trenton
Tulsa, Oklahoma

RADIO

Help Wanted—(Cont'd)

Announcers

Combo Men

wanted immediately at top rated station in Michigan's second market. Top disc jockey quality. Excellent wages. Wire collect immediately.

WTAC

The Big Station

Flint, Michigan

Owens 4-4146

TOP ANNOUNCERS

Leading Eastern independent needs two top-notch men. Clever morning DJ and versatile all-around man for another slot. Also want good continuity director with original ideas and ability to write "gimmick" copy.

Box 612C, B•T

Disc Jockey

Top disc jockey with first class ticket needed at once. If you have good voice, good selling ability on the air, if you can get along with people we need you immediately, no floaters wanted. If you are a drinker, do not bother to answer this ad. $100 per week or better to the right party. Telephone J. C. Jeffery, Daytime Gladstone 7-1194, Evenings Gladstone 9-5322, Kokomo, Indiana.

RADIO

Help Wanted—(Cont'd)

Technical

CHIEF ENGINEER

Wanted — Permanent — Experienced —for California FM Station. Good pay —Good future. Send recent photo and details to:

Box 555C, B•T

TELEVISION

Situations Wanted

Programming-Production, Others

AMEN, SOL TAISHOFF!

Veteran news director agrees with Nov. 19 B•T editorial. Let me help make your TV-AM operation the leader in your area with a vigorous, dynamic and responsible approach to news and public affairs. Thoroughly experience in all aspects of TV-AM news coverage and production, including newsreel. Proven performance, A-1 references. Now employed. Box 618C, B•T

FOR SALE

Equipment

GO TO HIGH POWER AT LESS THAN 40 PERCENT OF ORIGINAL COST

General Electric TF-4-A 20 KW High Channel VFH amplifier Available for immediate shipment.

Box 552C, B•T

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Stations

Radio-Tv executive desires to purchase all or substantial interest in Florida radio station, with object of joining station in any capacity for which qualified. Over score of years' experience in radio sales and station management, several years in Tv. Direct or through your broker. Replies confidential.

Box 580C, B•T

REPRESENTATIVES

AM-TV STATION MANAGERS ATTENTION

Personalized Sales Service.
Use our Madison Avenue address and phone number as your New York office.
Our company is here to act as your sales manager and will work with your representatives or independently. We get your sales story before New York and Chicago agencies, insuring more business for your station. We operate on a retainer and commission basis and have had 20 years experience in this field.
For further information write Box 573C, B•T.
We have an interesting story for you.

NEED NATIONAL REP

Big aggressive station will require big aggressive sales rep. Application on file for 5000 watts at 620kc, daytime non-directional. Terrific coverage over America's richest natural resources. Contact E. Anson Thomas, 1102 Elm Avenue, Grand Junction, Colorado.

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

SERVICES

WE KNOW WHAT STATIONS WANT

Not just recording, but expert coaching help, too! Guaranteed lowest rates anywhere.

Broadcast Coaching Associates, 1733 Broadway, N. Y. C.
JU 6-1918

Continues from page 126

plication; date for applicant to furnish proposed exhibits is extended from Nov. 19 to Dec. 3; date for applicant to advise of its plans, if any, to call any other witnesses is extended from Nov. 23 to Dec. 3; date for Broadcast Bureau to notify counsel for applicant of its desire to cross-examine applicant's engineer is extended from Nov. 29 to Dec. 5, and start of evidentiary hearing now scheduled for Dec. 6, remains unchanged. Action Nov. 20.

November 23 Applications

ACCEPTED FOR FILING

Modification of Cp

KULA Honolulu, T. H.—Seeks mod. of cp (which authorized change ant.-trans. and studio location and make changes in ant. system) to extend completion date.

KADM Othello, Wash.—Seeks mod. of cp (which authorized new am) to extend completion date.

WCBI-TV Columbus, Miss.—Seeks mod. of cp to extend completion date to 6-12-57.

License to Cover Cp

WJBC-FM Bloomington, Ill.—Seeks license to cover cp (which authorized changes in licensed station).

KSYD-TV Wichita Falls, Tex.—Seeks license to cover cp (which authorized new tv).

RENEWAL OF LICENSE

KWIL Albany, Ore.; KVAS Astoria, Ore.; KBKR Baker, Ore.; KELA Centralia-Chehalis, Wash.; KOOS Coos Bay, Ore.; KCOV Corvallis, Ore.; KUMA Pendleton, Ore.; KPAM Portland, Ore.; KRCO Prineville, Ore.; KXA Seattle, Wash.; KNEW Spokane, Wash.; KREW Sunnyside, Wash.; KVAN Vancouver, Wash.; KIT Yakima, Wash.; KOIN-TV Portland, Ore.; KING-TV Seattle, Wash.

RENEWAL OF LICENSE RETURNED

KULE Ephrata, Wash. (incorrectly filed).
KYJC Medford, Ore. (signed improperly).

REMOTE CONTROL

KRAM Las Vegas, Nev.

November 26 Applications

ACCEPTED FOR FILING

Modification of Cp

KAMD Camden, Ark.—Seeks mod. of cp (which authorized change frequency, increase power, install DA-N and new trans., change ant.-trans. location and operate trans. by remote control while employing non-DA) to extend completion date.

KEEN San Jose, Calif.—Seeks mod. of cp (which authorized increase D power and install new trans.) to extend completion date.

WMLF Pineville, Ky.—Seeks mod of cp (which authorized new am) to extend completion date.

WCOG Greensboro, N. C.—Seeks mod. of cp (which authorized increase D power, install new trans. and erect additional tower for new DA-D array) to extend completion date.

REMOTE CONTROL

WSJM St. Joseph, Mich.

License to Cover Cp

WTWB Auburndale, Fla.—Seeks license to cover cp which authorized new am.

WWXL Manchester, Ky.—Seeks license to cover cp which authorized new am.

WLIV Livingston, Tenn.—Seeks license to cover cp which authorized new am.

November 27 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of November 23

WCER Charlotte, Mich.—Granted license for am station.

KWFC Hot Springs, Ark.—Granted license covering change facilities, install DA-N and new trans., change ant.-trans. location and operate trans by remote control while using non-DA, and change type trans.; conditions.

KGON Clackamas Bcstrs., Oregon City, Oreg.—Granted license covering changes facilities, and install new trans. and DA; conditions.

Actions of November 21

WRWJ Selma, Ala.—Granted license for am station and specify studio location and remote control point; condition.

KDLM Detroit Lakes, Minn.—Granted license covering change facilities and type trans.

KUTI Yakima, Wash.—Granted license covering change frequency.

WBOC Salisbury, Md.—Granted license to use presently licensed trans. as alternate main trans. for nighttime and as auxiliary trans. day; increase day power, install new trans. and change from DA-N to DA-2; conditions.

WSJM St. Joseph, Mich.—Granted authority to operate trans. by remote control.

WBCU Union, S. C.—Granted extension of authority to sign off at 7:30 p.m., except for special events, pending action on BML-1680 to change hours to specified (5:30 a.m. to 7:30 p.m.).

Following were granted extensions of completion dates as shown: **WFLB-TV, Fayetteville, N. C.**; to 3-21-57; **WITI-TV, Whitefish Bay, Wis.**, to 5-29-57; **KERO-TV, Bakersfield, Calif.** to 3-15-57; **WHP-TV Harrisburg, Pa.**, to 6-6-57; **WIMA-TV Lima, Ohio**, to 6-6-57.

Actions of November 20

WCOV-TV Montgomery, Ala.—Granted license for tv station (ch. 20); ERP vis. 200 kw, aur. 100 kw, and specify studio and trans location (change in description only, not move).

WREX-TV Rockford, Ill.—Granted license for tv station (ch. 13) and specify studio and trans. location (not move).

KCOR-TV San Antonio, Tex.—Granted license for tv station (ch. 41); ERP vis. 11 kw, aur. 6 kw.

KAKE-TV Wichita, Kans.—Granted license for tv station (ch. 10); ERP vis. 316 kw, aur. 219 kw, and specify studio location.

KRNT-TV Des Moines, Iowa—Granted license for tv station (ch. 8).

WPBN-TV Traverse City, Mich.—Granted license for tv station (ch. 7).

KCMO-TV Kansas City, Mo.—Granted license for tv station (ch. 5); and specify trans. location (not move); ERP vis. 100 kw, aur. 60 kw.

WDAY-TV Fargo, N. Dak.—Granted license for tv station (ch. 6); ERP vis. 56.2 kw, aur. 28.2 kw.

WREC-TV Memphis, Tenn.—Granted license for tv station (ch. 3); ERP vis. 100 kw, aur. 60.3 kw.

KGGM-TV Albuquerque, N. Mex.—Granted license for tv station (ch. 13); ERP vis. 7.59 kw, aur. 3.8 kw.

WRDW-TV Augusta, Ga.—Granted license for tv station (ch. 12).

Actions of November 19

WMIC Monroe, Mich.—Granted license for am station; conditions.

KLGA Algona, Iowa—Granted license for am station; conditions.

KMYC Marysville, Calif.—Granted license covering erection of third tower to be used with present N. E. tower for daytime operation, increase in D power, install new trans. and changes in DA-D; conditions.

KMOS Tyler, Tex.—Granted extension of completion date to 4-1-57; conditions.

November 27 Applications

RENEWAL OF LICENSE

KIBH Seward, KIFW Sitka, both Alaska; KOBY San Francisco, Calif.; KBND Bend, KFJI Klamath Falls, KFLW Klamath Falls, KOBY Medford, KBCH Oceanlake, KBPS Portland, all Ore., and KWSC Pullman, Wash.

November 28 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

Deer Park, N. Y.—Ordered that hearing shall commence Jan. 25, 1957, re am application of **WGSM Deer Park.** Action Nov. 26.

Bath, Me.—Ordered that hearing shall commence Jan. 23, 1957, re am application of **Winslow Turner Porter**, Bath. Action Nov. 26.

KODY North Platte, Neb.—Granted petition for dismissal with prejudice of its am application. Action Nov. 26.

Polly B. Hughes, Tampa, Fla.—Granted petition for dismissal of her am application without prejudice. Action Nov. 26.

By Hearing Examiner Jay A. Kyle

Prairie du Chien, Wis.—Pursuant to "Notice of Desire to Withdraw" filed on Nov. 23, by State of Wisconsin, U. of Wisconsin **(WHA Madison, Wis.)** protestant in proceeding on am application of **WPRE Prairie du Chien,** ordered that hearing scheduled for Nov. 26, is continued without date. Action Nov. 26.

By Hearing Examiner Elizabeth C. Smith

WBLK-TV Clarksburg, W. Va.—Ordered that further hearing will be held Dec. 4 in matter of applications of **Ohio Valley Bcstg. Corp.** for new tv station (WBLK-TV, ch. 12), and for transfer of control of that corporation from **News Pub. Co.** to **WSTV Inc.** Action Nov. 21.

Broadcast Bureau—Granted petition for extension of time from Nov. 27 to Dec. 6 for filing Proposed Findings of Fact and Conclusions and from Dec. 18 to Dec. 27 for filing replies thereto re application of **WNYC New York, N. Y.**, for Special Service Authorization and petition of **WCCO Minneapolis,** to cancel SSA. Action Nov. 26.

By Hearing Examiner Thomas H. Donahue

J. E. Willis, Lafayette, Ind.—Granted petition for leave to amend his am application to correct description of trans. site. Action Nov. 26.

By Hearing Examiner Hugh B. Hutchison

KWBU Broadcasters, Inc., Corpus Christi, Texas—Granted petition requesting it be substituted as intervenor in lieu of **The Baptist General Convention of Texas** (prior licensee of KWBU) in proceeding on applications of **KOB Albuquerque, N. Mex.,** for modification of cp and for license to cover cp as modified and authority to determine power by direct measurement. Action Nov. 21.

Mayaguez, P. R.—On hearing examiner's own motion, ordered that hearing conference will be held Nov. 29 in ch. 3 proceeding Mayaguez (**Ponce de Leon Bcstg. Co. of P. R.,** *et al*) Action Nov. 26.

By Hearing Examiner Herbert Sharfman

WCBQ Sarasota, Fla.—On oral request of counsel for Broadcast Bureau, and without objection by counsel for other parties in proceeding on applications of **WCBQ Sarasota, Fla.,** for cp to replace expired cp and for mod. of cp, ordered that hearing scheduled for Nov. 28, is further continued to Jan. 9, 1957. (Action Nov. 21) and ordered that oral argument is scheduled for Nov. 29, at 10 a.m. upon: 1) Petition for order prohibiting taking of depositions, filed by **WSPB Sarasota** on Nov. 16, and opposition thereto filed by applicant on Nov. 26, and 2) petition for removal of hearing, filed by WSPB on Nov. 19 in same proceeding. Action Nov. 27.

November 28 Applications

ACCEPTED FOR FILING

Modification of Cp

KQUE Albuquerque, N. M.—Seeks mod. of cp (which authorized change frequency. increase power, install DA and new trans.) to extend completion date.

KKTV (TV) Colorado Springs, Colo.—Seeks mod. of cp to extend completion date to 6-20-57.

WHCT (TV) Hartford, Conn.—Seeks mod. of cp to extend completion date to 7-6-57.

KSEI-TV Pocatello, Idaho—Seeks mod. of cp to extend completion date to 6-25-57.

WHBF-TV Rock Island, Ill.—Seeks mod. of cp to extend completion date to 6-21-56.

WTTW (TV) Chicago, Ill.—Seeks mod. of cp (which authorized noncommercial educational tv) to extend completion date to 7-6-57.

License to Cover Cp

WNBF-FM Binghamton, N. Y.—Seeks license to cover cp which authorized new fm.

WDJB-FM Roanoke, Va.—Seeks license to cover cp which authorized changes in licensed station.

RENEWAL OF LICENSE

KRTV Hillsboro, Ore.; KTAC Tacoma, Wash.

REMOTE CONTROL

WNLK Norwalk, Conn.; WHLM-FM Bloomsburg, Pa.

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ASCAP's Juicy Melon

IF THIS comparison is odious, it is intended to be.

The comparison is between an announcement of 1956 payments to members by the American Society of Composers, Authors & Publishers [B•T, Nov. 26] and testimony of various ASCAP officials and members before the House Antitrust Subcommittee last September.

ASCAP announced a fortnight ago that this year it would distribute about $20 million to members, the most in any year of its history.

ASCAP testimony before the Celler committee was that ASCAP was the victim of a giant conspiracy among broadcasters to force ASCAP music off the air and replace it with Broadcast Music Inc. works.

The nicest thing to be said about this comparison is that it betrays an inconsistency between the facts of ASCAP collections and disbursements and the fancies of its officials and members who testified before the Celler group.

The inconsistency is made the more glaring in information filed by BMI with the Celler committee, as reported elsewhere in this issue. BMI says that from 1951 through 1955, ASCAP was paid a total of nearly $25 million by CBS and NBC. In the same period, BMI was paid $8.4 million.

If a conspiracy is going on among broadcasters, it is proved by the figures to be a total flop.

The Shortcut on Uhf

WHILE the experts desperately seek an answer to the vexatious problems of the uhf station operators, they apparently are all but ignoring the one sure way in which to bring a large measure of prompt relief. That is the elimination of the 10% excise tax on tv receivers which will tune the entire tv range so that manufacturers will find it just as profitable to make and merchandise the non-taxed all-band receivers as to manufacture vhf-only sets on which excises would still be paid.

This approach isn't new. Several efforts have been made in past sessions of Congress to get favorable action, but it always has been a case of too little too late. Both the Treasury and Congressional committees are loath to lop off any tax, and unless the job is done early and with conviction, it will be the same story next year.

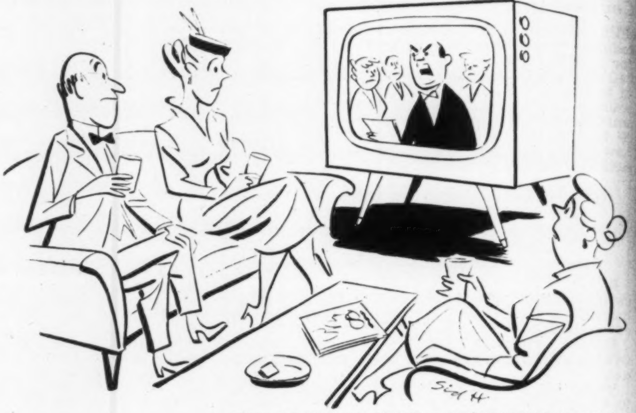
The opportunity is here. The House Ways & Means Subcommittee on excise taxes already has begun hearings, preparatory to the opening of the new Congress next month. The Treasury, at the very first day of hearings last week, argued against any excise tax cuts, including those which had been slated for next April under the present law. The odds then would be against a cut.

But who has a better case than television? It is a vitally important pursuit. There is need for competition. It is a growth field that gives employment to hundreds of thousands and, through its impact as an advertising vehicle, moves the goods that our factories produce. It is important to the national defense. And what is involved? The possible loss of a few million dollars in excise taxes against the probable gain of many more millions in corporate taxes. All this in an economy that is approaching $500 billion in national product.

This is the time to open up. It is a job, not only for the uhf operators who can ill afford to pay the bill, but for the vhf licensees, the FCC, the NARTB, and, if you please, both the Senate and House committees which have been grappling with the allocations problem with a vague hope that some miracle will be passed to make uhf as good as vhf overnight. The FCC is involved in deintermixture proceedings which at best can supply only a partial solution and, at worst, can become hopelessly enmeshed in litigation.

Because of past experiences in Congress, there are those who despair of favorable action. But the motion picture exhibitors two years ago succeeded in knocking off the old "war" excise taxes. Isn't healthy competition in tv as important as increasing movie attendance?

The answer is obvious. What isn't obvious is that the movie exhibitors lobbied for years to achieve a result. They did it at the local, state and federal levels.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"All guests appearing on this program are flown here by Ozone Airlines. Their plane is late again, and they've completely loused up our show!"

Set manufacturers are business people. They hold no government license. It costs less to make a single band vhf receiver than a continuous band combination vhf-uhf set. But if the cost is equalized, or nearly so, through repeal of the excise tax on all-band receivers *only*, it then will become economically expedient to make those sets. Competition will take care of it too, because far-sighted manufacturers will begin to promote the all-band sets, and others will have to fall in line.

If the excise tax on all-band sets is withdrawn at the next session, we predict most of those 83 non-operating uhfs that have been given an ultimatum by the FCC on further extensions will reactivate, and that new applications will be filed in increasing numbers. The deintermixture problem will all but evaporate in time.

The tv allocations then would follow the radio pattern. Am stations have varying coverages, ranging from the 250 w local to the 50,000 w clear. But it's all radio, picked up on the same receiver. Tv, once the all-band receivers come into general use, would not distinguish between uhf and vhf; it would all be television, receivable on the same set.

This tv Utopia would not come overnight. It would take many months. The experts, now pondering the uhf-vhf enigma, have no timetable. The shortcut is by way of the all-band receiver. By going all out—everybody—for elimination of the 10% excise tax on all-band receivers, and the retention of the tax on vhf-only sets, the simple, quick, economic answer would be within reach.

Lots in a Name

A GRASS-ROOTS movement to change NARTB back to plain old NAB, which had served for years as the landmark and trademark of organized American Plan broadcasting, is gaining momentum. Various state associations and all of the recent NARTB area meetings developed discussions for a return to the old order. The contention is that "National Assn. of Radio & Television Broadcasters" is unnecessarily cumbersome, and that "broadcasters" is all-inclusive anyway, embracing all modes of aural and visual transmissions for the public.

The 1951 change gave recognition to television and, in some measure, was the price of fusion of the then separate television association with the then NAB. Perhaps it was worth the price, since the union is working. At the time we commented that NARTB, spelled out, was "an almost unpronounceable mouthful."

Restoration of "National Assn. of Broadcasters" as the official name would not be difficult to achieve; it requires only the affirmative action of the association's board of directors, and the changeover of stationery, bronze name-plates and code insignia as well as calling cards. But what about the nickname "NAB"? Since the 1951 changeover, there has come into being the National Audience Board—NAB, in short.

It may get nowhere, but since there is the well-supported proposal to cut back on the name, why not look ahead to the inevitable and do it in one fell swoop? Make it the "National Federation of Broadcasters"—NFB. One day all must be under one tent—a confederation of the entities that live under broadcasting by the American Plan.

41,081 Requests Indicate Size of KPRC-TV Rural Audience

George Roesner, dean of Texas farm broadcasters, and his sidekick "Buck" Buchanan are the most widely travelled and best known farm reporters in the Southwest. When they offered seeds on their daily shows recently, they were literally swamped with requests. A total of 41,081 packages of seeds were ordered by ranchers and farmers living in 128 counties . . . proof again of KPRC-TV's tremendous rural audience in the Houston Gulf Coast area.

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